

EEG CORP NEWS

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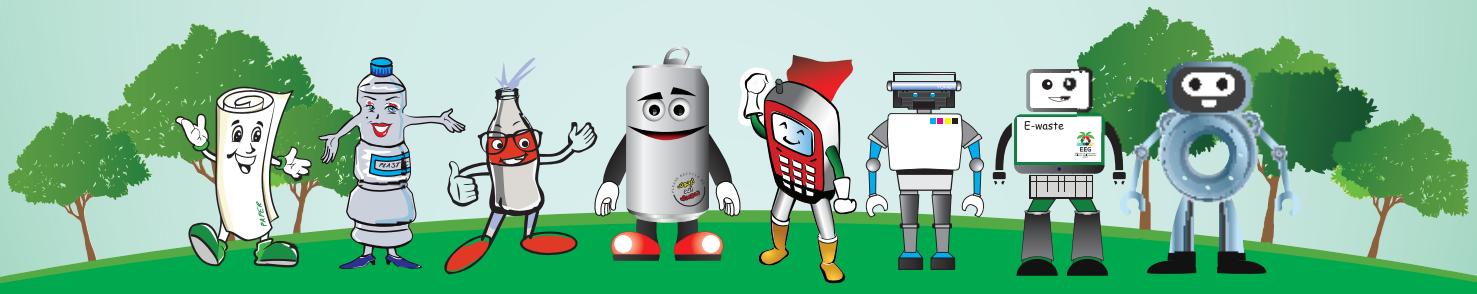


June 2024
Issue 6



Emirates Recycling Awards

5th June 2024



Upcoming Events



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Habiba Al Marashi

Greetings to all our members, readers and well-wishers,

Recent studies revealed that a 1°C increase in global temperature will lead to a 12% decline in the world gross domestic product. The world has already warmed by more than 1°C (1.8°F) since pre-industrial times and many climate scientists further predict a 3°C (5.4°F) rise will occur by the end of this century due to the ongoing burning of fossil fuels. As a result of the unstable geo-political conditions across the globe, our planet has already experienced unprecedented heatwaves that we witnessed gripping parts of South Asia and Europe. Several cities are experiencing their hottest days ever recorded. Simultaneously, devastating wildfires ravaged parts of the western United States and Canada causing widespread destruction of forests, homes, and infrastructure.

Our planet is facing an array of climate threats that are intensifying and demanding immediate attention. Failure to act decisively will only exacerbate these threats, putting our planet and future generations at even greater risk. EEG in its unwavering commitment to curb climate change, engaged in a several activities and discussions that paved the way for sustainable progress and pushed the planet towards safer climate and economic conditions.

Beginning the month strong, EEG in association with the Ministry of Education shed light on the importance of proper waste disposal methods through a waste management and segregation workshop engaging 174 students on **2nd May** and another one on **8th May**. EEG & MOE tailored the waste management programme to be implemented on school grounds which allowed students to see 1st hand effective waste reduction and environmental conservation. As a vital component to creating sustainable and liveable cities, EEG in partnership with Abu Dhabi City Municipality, represented by the Shahama Municipality Center, planted 3,000 saplings of local trees on **11th, 18th & 25th May**, which were supported by the Authority of Social Contribution - Ma'an, under the common goal of engaging societies to collectively, battle climate change.

I am pleased to share that we have organised our very popular and well-known educational programme, the 24th cycle of the 4 day long 'Inter School Environment Public Speaking Programme' (ISEPSC) programme from **13th to 16th May**, with marvellous contributions from the students between the age group of 13-18 years old. We also concluded phase one of our community favourite action programme - the 'One Root, One Communi-Tree'. Upholding my commitment towards environmental advocacy, I attended, in my capacity as advisory board member, the 1st RIT advisory board meeting of 2024 on campus grounds, on **21st May**.

We organised and put forth a wonderful awarding ceremony for the notable educational programme, 'Environmental Drawing Competition' on **22nd May** by announcing and awarding the winners of the competition. This year, the winning students also took part in a new competition that we conducted in partnership with Warner Brothers Discovery – Cartoon Network MENA where they competed under different topics with the challenge of incorporating one or more of the sustainability cartoon character role model in their art. On **23rd May**, as Founder of a leading environmental NGO committed to driving sustainable growth, I joined a panel at the launch event of the Dubai Chamber Stockbrokers and Investment Servic-

es Business Group and contributed to a critical dialogue about shaping the future of our global economic landscapes, under the theme '**Future of Investments: Emerging Trends and Strategic Focus**'.

May, also saw EEG participate in a couple of regional and international events, such as UNEP & WPO networking events and more. Mobilising the society and attending such important webinars enables us to grow our knowledge of best practices that are pertinent to the growth and development of the organisation. Further along my schedule, I virtually attended the WGBC Governance and Nominations Committee on **23rd May**. I am also delighted to say that EEG took an active role in participating in the 28th meeting of the SFS Programme's Multi-Stakeholder Advisory Committee from **23rd to 24th May** in France to discuss various issues with the other committee members.

On **26th May**, I was invited to witness an exclusive launch of "**Optimum Green Ventures**" that is supporting the establishment of climate tech companies setting base in the UAE, at the Dinner held at the Rosewood Hotel in Maryah Island, Abu Dhabi. As a full-fledged voting member of the World Packaging Organisation, EEG is often invited to attend webinars and take part in critical meetings. As part of their series of meetings on measures taken by European Packaging and Packaging Waste Regulations, EEG attended the 2nd session of the webinar held on **27th May**.

On **29th May**, EEG was also attended an online webinar organised by the Global Partnership on Plastic Pollution and Marine Litter (GPML) discussing an important topic: Sea-based Sources of Plastic Pollution and Marine Litter. The discussion that brought in key industry experts was truly educational.

Wrapping up the eventful month, EEG held its 3rd panel discussion on **30th May**, under the theme, "**Economic & Social Instability: Hindering Sustainable Progress!**", at the Five Palm Hotel, Dubai. The discussion was crucial in unravelling the ongoing links between climate deterioration and geopolitical instability across borders.

Amid the flurry of events and changes, one thing remains clear: our commitment to fostering sustainable change is unwavering. As we navigate the shifting tides of weather and our socio-economic environment, our collective efforts to minimise the damage becomes increasingly crucial. It is essential that we seize every opportunity to mitigate climate threats and build resilience within our communities.

For the month of June, keep a look out for our new programme, '**Purging Pesting Plastics**', the '**Recycle.Reforest.Repeat.**' '**the 'Neighbourhood Recycling Project**', and our next big event of the year, the 'Emirates Recycling Awards'. We urge you to not miss out on these green opportunities.

As we move half way into the year, let us reaffirm our commitment to environmental stewardship by embracing green habits that benefit our planet and future generations. Every small change—collectively contribute to a significant impact. By being mindful of our consumption of electricity for cooling during the hot season and actively supporting eco-friendly practices, we can foster a healthier environment and build a more sustainable world. Now is the time to take decisive action. Together, we have the power to create a brighter, greener future for all.



11th, 18th & 25th EEG Forges Ahead with its Urban Afforestation Programme

May

With concerted efforts to accelerate green zones within the UAE, EEG carried out multiple afforestation drives under the umbrella of our flagship programme " For Our Emirates We Plant". In partnership with Abu Dhabi City Municipality, represented by the Shahama Municipality Center, EEG planted a total of 3,000 indigenous trees in the capital on the 11th , 18th and 25th May. The trees planted were supported by the Authority of Social Contribution – Ma'an, under the common goal of engaging members of the society to collectively battle climate change.

Since the inception of the "For Our Emirates We Plant" programme in 2007, EEG has successfully planted 2,130,600 indigenous trees in the region, making a significant impact on reducing carbon emissions. These trees mitigate annually approximately ----- MT of CO2 emissions from the atmosphere. We extend our gratitude to our supporting entities Almarai, Nestle, Golden Loaf – Golden Spike and our healthcare partner Ahlia Medical Group for aiding in the green transition of the nation.



21st RIT Advisory Board Meeting

May

As one of the nation's leading environmentalist and sustainability expert, EEG Chairperson under the capacity of an advisory board member to the Rochester Institute of Technology, Dubai, attended a meeting on **21st May** on their campus grounds.

The meeting highlighted their highly valued and technologically focused Bachelors and Master's degrees in business and leadership, engineering and computing. They further reviewed the university's current and upcoming updates within the curriculum designed to provide an interactive and innovative course to their students to aid in a smoother transition within real working environments. EEG holds strong its commitment to the institution in supporting the students with a holistic learning module aimed to build the future leaders of tomorrow in a sustainable manner.

23rd Panel on the Future of Investment Discussion

May

As Founder of a leading environmental NGO committed to driving sustainable growth, EEG Chairperson joined a panel at the launch event of the Dubai Chamber Stockbrokers and Investment Services Business Group and contributed to critical dialogue in shaping the future of our global economic landscape.

Held at the Dubai Chambers on **23rd May**, the panel centered around the **Future of Investments: Emerging Trends and Strategic Focus** with emphasis on Emerging Investment Trends, Digital Transformation, Sustainable Investments, Regulatory Changes and Economic uncertainty.



As the DSIG aims to position Dubai as a premier global financial hub , EEG Chairperson during the discussion, emphasised on strategic initiatives that foster industry collaboration, drive innovation and promote sustainable investment practices that align with Dubai's long-term economic vision and enhance its competitive edge in the global financial market.

23rd-24th EEG attends Sustainable Food Systems meetings in France

May

EEG plays an active role in various global bodies and engages in any available capacity to ensure dissemination of information and collaboration to drive sustainable development. It has been part of the "**10 Year Frame-Work**" since several years now. EEG is a member and part of the Multi Stakeholder Committee of the Sustainable Food Systems (SFS) programme and One Planet Network. In its capacity as a stakeholder, EEG was invited to attend the 28th meeting of the SFS Programme's Multi-stakeholder Advisory Committee, that took place on **23-24 May 2024** in Paris.

The two-day meeting was very fruitful and witnessed the gathering of various stakeholders from UN agencies, Civil society members, few private entities and national delegations. The meeting was held to discuss various matters including the issues related to programme management, the updates and challenges faced by 5 working groups under the programmes, steps forward, the theme and expected outcomes and planning of the 5th global SFS programme conference and updates on the upcoming One Planet Network Forum to be held in Brazil in September.



Over-all it was an interactive session and all the entities were able to discuss, share their inputs and gather information. EEG was delighted to attend and be a part of this important platform.



24th One Root, One Communi-tree Phase 1

May

We are delighted to share that we concluded the phase 1 of the 'One Root, One Communi-tree' programme on **24.05.24** which witnessed a strong participation and hard work from 340 entities across all sectors of the society in the UAE. From the 7 recyclable material categories, a total of **272,476 kg of Paper - 39,367 kg of Plastic - 52,546 kg of Glass bottles - 2,131 kg of Aluminium Cans - 143 pcs of Mobile Phones - 1,690 pcs of Toners - 1,602 kg of E-Waste** were collected for recycling from various individuals, students, families, corporations, academic institutions, hotels and government entities.

The contribution transpired in the reduction of **1,168 MT CO₂**, saving of **9,015 Million BTU** of Energy, saving of **2,718 m³** of Landfill Space, saving of **4,749 Trees** from being cut and saving of **1,075 Gallons** of Gasoline. To recognise such a remarkable contribution, EEG will honour those who have achieved the targets by planting with them a total **673 trees** by the entities who have met their target so far on **24.12.24**. We thank our committed members and participants who have helped us to achieve our goals and brought us a step closer in our path to a circular economy. We look forward to welcoming you once again for the launch of phase 2 of OROC on **24.7.24**. Stay tuned to know more.



26th Optimum Green Ventures launch event

May

On **26th May**, EEG Chairperson took an exclusive first look of the established climate tech companies setting base in the UAE, at the Optimum Green Ventures Launch Dinner held at the Rosewood Hotel at the Al Maryah Island - Abu Dhabi. The dinner acted as a bridge between impact driven leaders working towards solidifying industrial significance in accelerating blue and green economies within the UAE.

27th EEG attends WPO webinar

May

EEG was delighted to attend a virtual webinar and plenary session conducted by the World Packaging Organisation on **27th May**. The session brought together 4 experts on to the stage to discuss sustainable packaging solutions and regulations. This was the 2nd webinar in a series that is being conducted by WPO about the strategies and working group outcomes of the European Packaging and Packaging Waste Regulations (PPWR). The webinar was held under the theme "**Providing next steps for the Packaging & Waste Regulations**". As full voting member of the WPO, EEG attended the webinar and learned of the global agendas on packaging. Recycling and managing packaging waste has been an integral objective of EEG since its inception. The webinar witnessed plenary from Circular Analytics team, private entity representative from Pre-Zero and moderated by Vice president of WPO. Some of the discussions included Sustainable packaging design indicators and trackers, compliance roadmap from PPWR, key measures undertaken by PPWR and challenges for data management and material security as the compliance measures become more prevalent and more stringent.



29th EEG attends GPML webinar

May

EEG, as a member of GPML, was delighted to attend an online webinar on the **29th of May** under the title '**Sea-Based Sources of Plastic Pollution and Marine Litter**', in which speakers provided a general introduction to sea-based sources of plastic pollution and marine litter, delved into the governance and policy approaches of ALDFG, explored solutions and viewpoints from the maritime private sector, and provided a brief introduction to a new e-learning course related to the above mentioned topics.

30th EEG's 3rd Panel Discussion for 2024

May

A key arena for disseminating knowledge, bringing together experts, and keeping everyone in the loop is a well-planned panel discussion. EEG started these discussions as community lectures back in 1992, which have evolved today to strong panel discussions that bring together attendees from all sectors of the society, from high school students to CEOs and ministerial delegates to international embassy representatives. EEG's critical panel discussions enables the participants to be well grounded in the sustainability loop and also to network and ask key questions during the sessions.

EEG's 3rd Panel Discussion was held under the theme "**Economic & Social Instability: Hindering Sustainable Progress!**". It was held at the Five Hotel, Palm Jumeirah. The Arabia CSR Network was the CSR partner at the discussion and the discussion was held in association with Emirates Green Building Council, the Clean Energy Business Council and the Swiss Business Council. The discussion brought together 4 expert speakers who shared their valuable insights on the topic of the importance of a stable economy and society to steer sustainable development in a positive manner.

Ms. Hanan Khalifa Al Thuwaini from the Ministry of Economy brought in the much-needed perspective from the public sector and government on what actions the UAE is taking to ensure stability in the country. **Mr. Layth Al Dwairi**, co-founder and COO of Tathmeer Agro Tech, shared his expertise on agriculture in the region and how it impacts the 3 discussion spheres. **Ms. Dina Storey**, CEO of Optimum Green Ventures, brought a global perspective on the matter and her expertise to the stage and finally **Dr. Salam Sharif** who spoke about the importance of solid legal frameworks to govern the socio-economic growth to ensure that it does not hinder sustainable development efforts.



EEG's Newly Launched Project Gains Traction

Plastic waste causes pollution on land and in sea, it is a threat to marine life and is a major driving force in climate change. With the deteriorating climate receiving significant media attention, particularly due to reports of unusual and extreme weather events occurring globally, the heightened scrutiny led to a focus on identifying the various factors contributing to climate change to determine effective solutions to address the issue.

Our growing appetite for plastics is driving an increased demand for petrochemical products, the consumption of plastics is projected to surge, potentially accounting for 20% of oil consumption by 2050 despite efforts to cut back on fossil fuels, according to the Center for International Environmental Law (CIEL). With only 16% of plastics being recycled, the majority finds its way to landfills

Thus, in its continued efforts to curb plastic pollution and disseminate the importance of recycling amongst the youth, EEG under its Plastic Collection Campaign launched in 2005, introduced a new leg to the campaign called "**Purging Pestering Plastics**", a one month initiative from **8th May – 8th June** (World Oceans Day), to reinforce sustainable habits and green thinking. A total of **126 entities** have already registered for this project. To support our recycling initiatives and combat plastic pollution to create a more sustainable future for generations to come, register now. For more information click here: [CLICK HERE](#)



Upcoming Events

Emirates Recycling Awards

EEG is dedicated to the country and the nation's sustainable growth. In 1992, we launched recycling and waste management programmes, successfully transforming thousands of individuals into eco-conscious and responsible citizens. To celebrate our journey and milestones in creating a sustainable environment through recycling, EEG conducts annually the 'Emirates Recycling Awards' on **5th June**, coinciding with World Environment Day.

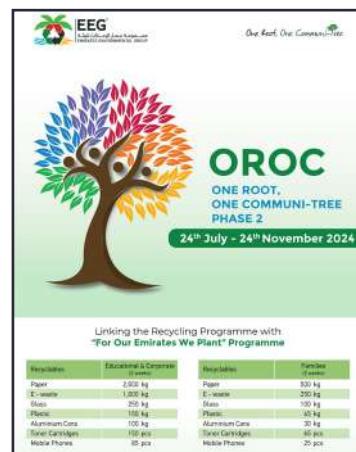
This ceremony recognises the contributions and efforts of entities who actively participated in EEG's waste management and recycling programmes, supporting local recycling industries, and reducing environmental impacts in the previous year. Follow our social media channels and monthly e-newsletter on our website for updates on the ceremony and the winners of the 2023 recycling campaigns!

Recycle. Reforest. Repeat

In our consistent efforts to raise awareness about the dire consequences of climate change, EEG is launching the 9th edition of its annual paper recycling campaign, titled 'Recycle. Reforest. Repeat,' in conjunction with World Day to Combat Desertification and Drought. Running from **17th June to 24th July**, this initiative aims to involve households, communities, and both public and private sectors in a paper collection and recycling campaign. The goal is to foster awareness at grassroot-level and promote environmental protection through collective action.

By actively participating in recycling and achieving set targets, organisations, academic institutions, government bodies, families, and individuals will have the opportunity to contribute to urban afforestation efforts. On **24.12.24**, as part of our annual '**For Our Emirates We Plant**' urban afforestation drive, participants will have the chance to plant native tree saplings under their names.

Register in this project and know more, follow the link: [CLICK HERE](#)



Emirates Bustanica LLC



Emirates Bustanica is the world's largest indoor vertical farm that is known proven to reduce the UAE's reliance on fresh produce imports and reduce the amount of water required to grow produce by 95% by creating the optimal growing environment for these plants all year round. Bustanica is driven by powerful technology – machine learning, artificial intelligence, advanced methods – and a highly specialised in-house team that includes agronomy experts, engineers, horticulturists and plant scientists. A continuous production cycle ensures the produce is super fresh and clean, and grown without pesticides, herbicides, or chemicals.

UN News



UN Environment Assembly advances collaborative action on Triple Planetary Crisis

UNEP NEWS

The sixth UN Environment Assembly (UNEA-6) concluded on March 1st, in Nairobi, Kenya, with Member States adopting 15 resolutions to address the triple planetary crisis of climate change, biodiversity loss, and pollution. Over 5,600 participants from 190 countries attended the week-long event at the UN Environment Programme (UNEP) headquarters.

The resolutions focus on managing metals, mineral resources, chemicals, and waste; providing environmental assistance in conflict-affected areas; implementing integrated water resource management; promoting sustainable lifestyles; and rehabilitating degraded lands and waters.

To get the full story, follow the link: [CLICK HERE](#)



The sixteenth session of the Conference of the Parties (COP16) of the United Nations Convention to Combat Desertification (UNCCD) will take place in Riyadh, Saudi Arabia, from 2 to 13 December 2024.

UNCCD NEWS

Coinciding with the Convention's 30th anniversary, COP16 will be a landmark event for accelerating action on land and drought resilience and a gamechanger for the green transition in Saudi Arabia, the region and beyond. COP16 is poised to be a groundbreaking, providing a platform for stakeholders to share innovations, forge partnerships, and commit to tangible actions that will secure the future of our land.

As we look towards this critical event, the global community must rally together, scaling up efforts to restore degraded lands, mitigate the impacts of climate change, and build resilient, sustainable societies. The outcomes of COP16 in Riyadh will undoubtedly shape the trajectory of global land restoration and climate resilience efforts.

To get the full story, follow the link: [CLICK HERE](#)

EEG MEMBERS' UPDATE

EEG welcomed 1 new corporate members in the month of May 2024

Corporate Membership

Emirates Bustanica LLC	New
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Individual Membership

Dr. Sudhir Rama Varma	Renewal
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The collection of the below mentioned materials for recycling in the month of May, resulted in the following benefits:

- » Reduction of 437 (MTCO₂e) GHG
- » Saving of 3,268 Million BTU of Energy
- » Saving of 949 m³ of Landfill Space
- » Saving of 1,847 Trees from being felled
- » Saving of 696 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
During May 2024, EEG successfully collected 103,377 kg of Paper from 202 participating entities. A 27% increase compared to April. We encourage all entities to continue depositing to maintain this positive trend. June brings a grand opportunity for you to deposit paper under 3R project and earn an indigenous tree sapling to plant under your name as well.	Multiplex Middle East	11,300	Sarah Javed	1,060
	Damac Hotel & Resorts	9,520	Priyanka Karthikeyan	1,039
	Alec	5,230	Aryan Chamoli & Veekshitha Nallamothu (Tie)	650
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG managed to collect 605 kg of Aluminium Cans for recycling in May from 25 participating entities, marking a 27% decrease compared to April 2024. We urge the community to support us by depositing their Aluminium Cans for recycling to enable us to achieve this year's target goal of collecting 31,800 kg of Cans. We have only achieved 34.81% of collection target by end of the first 5 months.	Movenpick Resort Al Marjan island	135	-	-
	Hilton Ras Al Khaimah Beach Resort	132		
	The Cove Rotana Ras Al khaimah	103		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG successfully gathered 13,090 kg of Plastic in May 2024 from 140 participating entities, marking a 32% increase from the previous month. EEG's newly launched 3P project has invigorated people's commitment for tackling plastic waste. Make sure that you take this opportunity to participate before the end on the project on 8th June and maintain the momentum.	Abela & Co	1,797	Ameena Zaabi	876
	Millennium Airport Hotel Dubai	660	Ibrahim Pasha	200
	Flora Al Barsha Hotel	640	Aisha Ali Ahmed Al Yamahi, Hassan Abdullah Hassan, Mezna Ali Ahmed Al Yamahi, Sanaa Agarwal, Sheikh Ali Ahmed Al-Yamahi & Umm Mousa Al Hashimi (Tie)	100
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In May 2024, EEG gathered a total of 926 toner cartridges from 18 participating entities, showing a great increase of 291% compared to the previous month. The impact that a mere 18 entities can have in the circular economy sphere is visible here. If more entities participate, we can break records and take significant steps towards tackling environmental issues. Join us and participate in this Toner Recycling Campaign.	Besix Construct LLC	350	Dhyan Jithin Rajan	59
	Joyalukkas Jewellery	260	Anish Nagasai SP & Haasini Lakshmi SP (Tie)	23
	Sharjah Electricity & Water Authority	71	Saif Akram	19
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In May 2024, EEG collected 109 mobile phones from 8 participating entities, marking a decrease of 87% from the previous month. We urge our members and participants to deposit their old mobile phones and help us tackle the mobile phone waste that is being generated by ever increasing digital connectivity in the world. Help us conserve the precious resources by channelling the materials into the recycling stream.	Mercure Hotel Suites & Apartments	1,250	Nirvan Parashar	9
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG accomplished the collection of 20,570 kg of glass bottles from 77 participating entities in the month of May. An incredible 114% increase in glass collection compared to the previous month. Let's work together to continue this positive trend throughout the year.	Dubai World Trade Centre	5,220	Mariah Zaabi	361
	Two Seasons Hotel & Apartments	3,332	Lorenzo Richter Salvetti	240
	Movenpick Hotel Jumeirah Beach	2,036	Mariyam Zaabi	237
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected in May, 682 kg of e-waste for recycling from 22 participating entities. May witnessed a decrease of 21% in e-waste collection compared to April. As e-waste generation increases across the country and the world, it is imperative that it is diverted away from landfills. Join us in taking positive action this June, ensuring an effective impact in our e-waste collection efforts.	Dubai Emerald Lions Club	21	Muneera Zaabi	104
	Dubai Public Prosecution	10	Haasini Lakshmi SP	50
	-	-	Shyam Manikandan	48
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected 577 kg of scrap metal from 19 participating entities in May, registering a 21% decrease from the previous month. Metals are a great resource which are utilised in all spheres of life and has significant Greenhouse Gas emissions, if extracted from ore. Help us boost the local metal recycling industry in the country and boost its economic standing. Join us in this crucial campaign and deposit, old iron, stainless steel, copper among other common yet important metals.	Marco Polo Hotel	21	Mezna Ali Al Zaabi	187
	CityMax Hotel Bur Dubai	29	Fateem Ali Al Zaabi	184
	-	-	Afra Ali Al Zaabi	80

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.

