

EEG CORP NEWS

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مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



August 2024
Issue 8

INDETERMINABLY RISING BUILDINGS: ADDRESSING THE WIDENING NET ZERO CURTAIN

4th PANEL DISCUSSION



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Habiba Al Mar'ashi

Dear Members, Supporters and Well-wishers

I am delighted to connect with you through this newsletter on a monthly basis, in this issue of the newsletter I would like to focus on one of the most critical environmental challenges of our time: Plastic pollution. As we navigate the complexities and responsibilities associated with global producer responsibility for plastic, we need to reflect on our collective journey and the strides we are making towards a more sustainable future.

Research is showing that plastic pollution has permeated every corner of our planet, posing significant threats to biodiversity, ecosystems, and human health. Each year, millions of metric tons of plastic waste enter our oceans, impacting marine life and entering the food chain, thereby affecting human populations globally.

At the heart of addressing this crisis lies the principle of producer responsibility. This principle calls upon manufacturers, brands and businesses to take accountability for the entire lifecycle of their products. This shift is pivotal in transitioning from a linear economy of "take, make, dispose" to a circular economy that promotes recycling, reuse, and reduction of plastic waste.

EEG participated in the online event on **23rd July** the "Road to Busan: Global Producer Responsibility for Plastic Pollution". Key insights emphasized the urgent need for enhanced producer responsibility legislation worldwide. We learned that a substantial portion of plastic pollution originates from unbranded items, underscoring the necessity for mandated producer reporting and accountability measures.

The event highlighted the importance of collaborative efforts among governments, businesses, civil society and academia to drive systemic change. By sharing best practices and leveraging collective expertise, we can accelerate the adoption of sustainable practices and propel the transition towards a circular economy. Beyond our focus on plastic pollution, I am proud to reflect on our recent engagements and initiatives, each marking significant milestones in advancing sustainability and environmental stewardship.

The 11th Annual Subcommittee meeting of the Committee of Permanent Representatives, held from **8th - 12th July**, was a pivotal event where representatives from numerous countries converged to address urgent global environmental issues. This hybrid event provided a platform for fruitful discussions on climate change, biodiversity loss, plastic pollution, and sustainable economic practices. We contributed to these deliberations, reinforcing our dedication to shaping sustainable development agendas on a global scale.

On **11th July**, I had participated in a meeting convened by EGBC's Women's Network (WN), focusing on enhancing opportunities for women within the UAE's green building industry. As a co-founder, Vice Chair and Treasurer of EGBC, promoting diversity and inclusivity remains fundamental to our mission.

Furthering our commitment to knowledge sharing and industry insights, EEG participated in a dynamic virtual event hosted by the World Packaging Organisation (WPO) on the same day. This event explored evolving trends in packaging and consumer packaged goods (CPG), underscoring our role in advancing sustainable practices across sectors.

On the evening of the same day, I concluded a very busy day with the attendance of a reception celebrating the 126th anniversary of Philippine Independence, the 50th anniversary of Philippines-United Arab Emirates Bilateral Relations, and the 20th anniversary of the establishment of the Philippine Consulate General in Dubai.

My commitment to drive sustainability initiatives within the UAE continues unabated as I attended on **15th July** the Management Committee meeting of the EmiratesGBC, reaffirming our determination to advance sustainable practices and build a greener future. On the same front, I attended on **17th July** the EmiratesGBC 2024 Awards judging committee, this Award aims to recognise excellence in sustainable practices within the built environment in the MENA region. The momentum continued with the WorldGBC Board Induction meeting on **18th July**, following the success of the WorldGBC Leader Summit 2024. As a member of the World Green Building Council (WorldGBC) Board of Directors and a new elected Vice Chair, I feel privileged to be able to contribute to global initiatives that promote sustainable building practices and environmental resilience.

At EEG, we recently concluded another successful edition of '**Recycle. Re-forest. Repeat**' (RRR) campaign, making significant strides in environmental stewardship on a global scale. This initiative reflects our ongoing efforts to inspire positive change within communities. We are also excited to launch the Phase 2 of the '**One Root One Communi-Tree**' (OROC). This ambitious project aims to promote environmental sustainability and community engagement across the UAE, demonstrating EEG's dedication to preserving our natural heritage.

We underwent in July the process of being recertified for our ISO14001 without any Non-conformity, a globally recognised standard that validates our dedication to environmental management practices and our ongoing pursuit of sustainability goals. This achievement underscores our commitment to systematically managing our environmental responsibilities and reducing our impact as well as striving for continual improvement in our operations.

I take this opportunity to invite you to participate in our upcoming **4th Panel Discussion** titled "Indeterminably Rising Buildings: Addressing the Widening Net Zero Curtain" on **27th August**. We are also thrilled to announce our series of educational programmes for the 2nd half of the year. Registrations are now open for the **Students' Workshops** titled "Reevaluating Reality: Discovering Our Sustainable City," starting from **22nd - 24th October** and the **24th Cycle of the Inter College Environmental Public Speaking Competition**, scheduled from **25th - 28th November**.

We concluded the month with a successful meeting of the Board of Directors at the group's headquarters. A group of members also participated via the virtual platform. During the meeting, several topics related to the programmes completed during the first half of the year and the programmes to be implemented during the second half of the year were discussed, as well as administrative and financial matters.

In closing, I extend my gratitude to our members, partners, and stakeholders for their continued support and collaboration. Together, we are paving the way towards a cleaner, healthier planet.



11th Annual Subcommittee meeting of the Committee of Permanent Representatives

EEG is an accredited member of UNEP since 2005 and ensures that it continues to play an active role and attends the meetings of the committees that it is a part of, so from **8th - 12th July**, it attended the 11th Annual Subcommittee meeting of the Committee of Permanent Representatives. The event successfully brought together representatives from numerous countries to discuss urgent global environmental issues and sustainable development strategies. This five-day hybrid event facilitated the review of ongoing environmental programmes, the sharing of new scientific insights, and the debate of policies to tackle pressing challenges such as climate change, biodiversity loss, plastic pollution, and sustainable economic practices.

Key highlights included discussions on achieving carbon neutrality through reduced greenhouse gas emissions and enhanced renewable energy adoption. Delegates emphasized the need for robust international frameworks to support developing countries in their transition to low-carbon economies, underscoring the importance of energy efficiency and the role of innovative technologies in accelerating this transition.

The meeting also featured a focused dialogue on biodiversity conservation and ecosystem restoration under the Kunming-Montreal Global Biodiversity Framework. Representatives reviewed progress and shared best practices for protecting endangered species, restoring degraded ecosystems, and promoting sustainable land and water use. Success stories from various regions highlighted the effectiveness of collaborative efforts and innovative approaches.

Another critical topic from the meeting included commitments to increase financial support for environmental initiatives, particularly in developing countries. Delegates agreed to mobilise additional resources through contributions to international environmental funds and exploring innovative financing mechanisms. The meeting underscored the importance of strengthened international cooperation among member states, international organisations, and the private sector to effectively address global environmental challenges.

The 11th Annual Subcommittee meeting of the Committee of Permanent Representatives provided a valuable platform for dialogue and collaboration among member states. The resolutions and commitments made during the meeting are expected to drive significant progress in global environmental governance and sustainable development. As the world faces unprecedented environmental challenges, the continued engagement and cooperation of the international community remain crucial in achieving a sustainable and resilient future.



Celebrating Milestones: Philippine Independence and Bilateral Relations

In a momentous celebration marking the 126th anniversary of Philippine Independence, the 50th anniversary of Philippines-United Arab Emirates Bilateral Relations, and the 20th anniversary of the establishment of the Philippine Consulate General in Dubai; HE the Consul General, Hon. Marford M. Angeles extended a warm invitation to a reception on **11th July** which EEG Chairperson was delighted to accept and attend.

The event was a celebration of historical and diplomatic achievements. It honoured the shared heritage and enduring friendship between the Philippines and the United Arab Emirates and looked forward to a future strengthened by mutual respect and collaboration.

Reflecting on these significant milestones, the reception was graced by dignitaries, community leaders, and friends to come together in unity and celebration. It was a gathering where cultural richness met diplomatic excellence, fostering deeper bonds and shared aspirations for prosperity and peace.

As these pivotal anniversaries were marked with pride and gratitude, the event embodied the spirit of partnership and camaraderie that defines the relationship between the nations. The presence of the attendees contributed to making this event a memorable testament to the enduring ties between the Philippines and the UAE.



WPO Webinar: Packaging and CPG global trends by Mintel

EEG a full voting member of the World Packaging Organisation (WPO), attended a dynamic virtual event hosted on **11th July** where industry leaders and stakeholders gathered to delve into the evolving landscape of packaging and Consumer Packaged Goods (CPG). The webinar, featuring insights from Mintel, a global leader in market intelligence, shed light on key trends shaping this critical sector.

The webinar commenced with a deep dive into sustainability as a driving force in modern packaging solutions. Insights from Mintel underscored a global shift towards eco-friendly materials and sustainable practices, reflecting growing consumer demand and regulatory pressures worldwide. Mintel's presentation highlighted emerging trends in functional packaging and sensory experiences, emphasizing their role in enhancing brand loyalty and consumer satisfaction across diverse markets.

An important theme of the webinar was the transformative impact of digitalisation on packaging strategies. Mintel's analysis revealed how technologies like smart packaging and augmented reality are reshaping consumer interactions and supply chain efficiencies, positioning digital innovation as a catalyst for future industry growth.

Throughout the session, participants engaged in dynamic discussions and interactive Q&A sessions, fostering a collaborative exchange of best practices and strategic insights. The webinar afforded the participants a heightened awareness of the imperative for continuous innovation and sustainability in packaging. The WPO remains steadfast in its commitment to advancing knowledge and collaboration within the global packaging community. Events such as this webinar serve as vital platform for industry leaders to explore innovative solutions, share expertise, and shape the future of packaging and CPG industries worldwide.



EGBC Engagements in July

1. EmiratesGBC Womens' Network

The EEG Chairperson, who also serves as a Co-founder, Vice Chair and Treasurer of the Emirates Green Building Council (EGBC) and as one of prominent female figures in the industry, attended a meeting on **11th July** convened by EGBC's Womens' Network (WN) within the UAE Green Building Council. The meeting aimed to review the Network's vision, mission, values and strategy focusing on facilitating meaningful engagements for women across sectors associated with the green building industry.

The EmiratesGBC Women's Network is dedicated to achieving a fair female representation in the industry by promoting Leadership and cultivating a community of women leaders in the green building industry. The network's mission focuses on facilitating meaningful engagements amongst women associated with sustainable urban development. It strives to create opportunities for learning, knowledge sharing and making the voices of women in this industry heard as well as networking through collaborative efforts to ensure inclusivity. Members are encouraged to actively participate in the network activities, attend events and contribute ideas that support the council's mission as well as advocate for sustainable practices, network with peers and stakeholders, share knowledge, mentor other women professionals, and contribute to the promotion of sustainable education and awareness.

2. EGBC Advances Sustainability Agenda in Management Committee Meeting

On **15th July**, the Emirates Green Building Council (EGBC) convened its Management Committee (MC) meeting bringing together key stakeholders and experts to discuss strategic initiatives aimed at fostering sustainable development across the region. The management team reviewed recent achievements and outlined future plans to enhance environmental stewardship and promote green building principles.

Highlights of the meeting included discussions on the integration of renewable energy technologies, the implementation of innovative green building certifications, and initiatives to enhance public awareness about sustainable living practices. Key decisions were made to strengthen collaboration with governmental bodies, industry partners, and educational institutions to drive forward the UAE's sustainability agenda. The aim of these partnerships is to accelerate the adoption of eco-friendly practices and ensure the construction and operation of buildings that are energy-efficient and environmentally responsible. The MC meeting concluded with a call to action for all stakeholders to actively contribute to achieving the nation's sustainability goals.

3. EmiratesGBC 2024 Award's Jury Meeting

The EmiratesGBC 2024 Awards committee convened on **17th July** a meeting with Jury members and was attended by EEG Chairperson to discuss the current cycle of the awards and the judging criteria, to push for sustainable excellence within the UAE's and the regions' built environment. These awards are a prestigious platform recognising innovations and initiatives that promote sustainability across various sectors in the Arab region. The judging process is meticulous, beginning with nominations and submissions that highlight measurable impacts and innovative approaches.

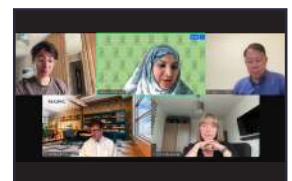
During the meeting, the scorecards were assessed, providing thoughtful feedback and insights. This preparatory phase ensures a thorough evaluation where judges are required to deliberate to select winners based on criteria such as environmental impact, energy efficiency and community engagement amongst others. The awards not only celebrate outstanding achievements but also inspire continued commitment to sustainability, shaping the future of sustainable development in the region.



WorldGBC Board Induction Meeting

Building on the success of the WorldGBC Leader Summit 2024 held in June in London, the momentum continued with the Board Induction meeting on **18th July**. The EEG Chairperson, a member and newly elected Vice Chair of the World Green Building Council (WorldGBC) Board of Directors, attended the meeting. The Board Induction meeting is a crucial step in reinforcing the WorldGBC's leadership and strategic direction. It provided an opportunity for the new board members to align with the organisation's goals, understand their roles and responsibilities, and begin their collaborative efforts in steering the global green building movement towards greater heights.

As the WorldGBC looks to the future, the synergy between the outcomes of the Leader Summit 2024 and the strategic insights of the new board members is expected to catalyse further advancements in the global green building sector. This continued commitment to excellence and innovation underscores the WorldGBC's dedication to creating a sustainable, healthy and equitable built environment for all.



Road to Busan: Global Producer Responsibility for Plastic Pollution

EEG attended on **23rd July**, a significant online event titled "Road to Busan: Global Producer Responsibility for Plastic Pollution" organised by UNEP. It convened leading experts to discuss the findings of groundbreaking research on plastic pollution. This event highlighted the results from a comprehensive five-year programme (2018–2022) that collected data from **1,576 audit events** across **84 countries**, aimed at identifying brands found on plastic items in the environment.

The research, published in Science Advances, revealed significant insights into global plastic pollution. A striking 50% of the plastic items audited were unbranded, emphasizing the need for mandated producer reporting to enhance accountability. The researchers also argued that phasing out single-use and short-lived plastic products by the largest polluters would significantly reduce global plastic pollution.

The event featured prominent speakers who presented their research findings and discussed the implications for the development of a legally binding treaty on plastic pollution. They collectively emphasized the critical role of producer responsibility in tackling plastic pollution and advocated for stronger international policies to hold companies accountable for their environmental impact. The treaty is being negotiated by member states, with the next round of discussions scheduled to take place in the Republic of Korea from **November 25 to December 1, 2024**.



EEG Drives Sustainability with Annual ‘Recycle. Reforest. Repeat’ Campaign

EEG has successfully concluded another edition of its impactful annual 'Recycle. Reforest. Repeat' (RRR) campaign, marking significant strides towards sustainability on a global scale. This initiative underscores EEG's commitment to fostering environmental stewardship both locally and internationally.

Now in its 9th consecutive year, RRR coincides annually with the "World Day to Combat Desertification and Drought" observed on **17th June**. The campaign succeeds in engaging households, communities, and both public and private sectors in recycling paper. Resulting in active community contribution to environmental conservation and also provides an opportunity to take part in EEG's urban afforestation drive.

The RRR campaign serves as a catalyst for raising awareness about the importance of recycling and sustainable practices in conserving natural resources. By encouraging widespread participation, EEG strives to inspire collective action towards building a greener and more sustainable future for all.



This year's RRR has attracted **19 families** as well as **30 schools** and **69 companies** to join its cause. Collectively, a total of **216,749 kg** of paper bringing a total **212 trees** to be planted during the month of December under the umbrella of "For Our Emirates We Plant". EEG continues to set benchmarks in environmental advocacy and sustainable leadership. As the campaign gains momentum, EEG looks forward to further engaging the community and expanding its impact in preserving the UAE's natural landscape and biodiversity.

WorldStar Packaging Award

EEG is proud to share that 'HotPack Global - UAE' was amongst the winners to the prestigious "WorldStar Global Packaging Awards" in the 2024 cycle that was held in June in Bangkok.

Mrs. Habiba received the award on behalf of the company in Bangkok during her attendance of the WPO board meetings and the WorldStar Packaging Award. Upon her return she invited HotPack to the EEG office where she officially handed over the Award to the representatives of the company. HotPack Global received recognition in the E-Commerce category for their innovative Amazon Tamper Proof bags.



It was also announced that the WorldStar Global Packaging Awards that is organised annually by the World Packaging Organisation received in its 56th edition, 435 entries including 12 from the UAE. There were a total of 41 countries that participated in this cycle, showcasing a diverse and competitive field of entries.

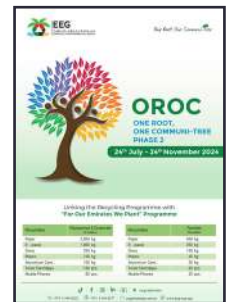
Launching the 2nd Phase of ‘One Root One Communi-Tree’ Project

EEG is continuing relentlessly with its community action programmes as it rolled on **24th July** the Phase 2 of its annual project, the 'One Root One Communi-Tree' (OROC). This innovative project aims to foster environmental sustainability and community engagement across the UAE, highlighting EEG's dedication to preserving the nation's natural heritage.

The 'One Root One Communi-Tree' initiative is designed to inspire collective action towards urban afforestation and biodiversity conservation. Through OROC, EEG aims to plant a tree for every participating community member, emphasizing the crucial role of green spaces in mitigating climate change and enhancing local ecosystems.

Building on its successful environmental campaigns, EEG has strategically aligned OROC with global sustainability goals and local community needs. This initiative contributes effectively in enhancing the UAE's green cover and promoting public awareness about the benefits of tree planting and environmental conservation.

Stay tuned for updates on EEG's ongoing initiatives and join us in planting the seeds for a healthier planet through the 'One Root One Communi-Tree' project. We look forward to your participation. Together, we can cultivate a greener tomorrow for generations to come.



Follow This Link to Register: [CLICK HERE](#)

Circularity and its Impact on Business Performance

On **30th July**, the Dubai Chamber's Centre for Responsible Business held a pivotal virtual event titled "Circularity and its Impact on Business Performance." This event, which drew a diverse audience of business leaders, sustainability experts and industry professionals, provided an in-depth examination of how circular economy principles are influencing business practices and outcomes.

The event began with an engaging keynote address that set the stage for the discussions to follow. The speakers emphasized the critical role of circularity in modern business strategies. They outlined how adopting circular economy models promotes environmental sustainability and drives operational efficiency as well as enhancing competitive advantage. The speakers also shared their insights and real-world experiences with integrating circular practices into business operations. The panels covered topics such as resource optimisation, waste reduction and the financial benefits of transitioning to a circular model.

In conclusion, the Dubai Chamber's virtual event underscored the growing importance of circular economy principles in shaping the future of business. It offered practical insights and strategies for organisations looking to embrace circularity, while also highlighting the broader impact of these practices on business performance and sustainability.



EEG 2nd board meeting for 2024

EEG concluded the month by holding EEG's semi-annual board meeting on the **30th July**. One of the key factors behind EEG's continued success in its programmes is the incorporation of the invaluable advice and active support provided by its board members.

During the meeting, the board was briefed on EEG's activities for the first half of the year. These updates included the discussion of the educational programmes conducted and the impact of these programmes on the educational sector in the UAE, the number of trees planted and the environmental benefits achieved. The progress of EEG's extensive waste management and recycling programmes, the different action programmes rolled out and the financial reports as well as the progress towards both half-yearly and yearly targets. Finally the planning and preparations for upcoming programmes to ensure their success was discussed in detail.



Upcoming Event

Join Us For the 4th Panel Discussion: Addressing The Widening Net Zero Curtain

EEG is delighted to invite you to participate in our upcoming 4th Panel Discussion for the year 2024 under the title of "Indeterminably Rising Buildings: Addressing the Widening Net Zero Curtain" scheduled for **27th August**. This event is set to bring together industry leaders, professionals, and enthusiasts dedicated to advancing sustainable architecture and promoting net-zero building practices. The discussion will focus on the challenges and opportunities surrounding net-zero buildings, exploring innovative solutions to achieve carbon neutrality in building design despite rising complexities in construction costs, technology integration, and regulatory compliance. Participants can expect insightful presentations, case studies, and interactive sessions that delve into practical strategies and successful implementations of sustainable building technologies.

Register today to secure your place at this pivotal event. Don't miss this opportunity to learn from experts, network with peers, and contribute to the dialogue on sustainable development in the UAE and beyond. Click here to Register: [CLICK HERE](#)



Member News

360 Degree Recycling LLC Joins EEG as a New Corporate Member

EEG is thrilled to welcome 360 Degree Recycling LLC into its esteemed ranks as a new corporate member, marking a significant step forward in bolstering environmental stewardship and sustainable practices in the UAE. 360 Degree Recycling LLC, known for its commitment to innovative recycling solutions, joins EEG's network of like-minded organisations dedicated to advancing environmental sustainability across the country. The partnership underscores both entities' shared vision of promoting waste management strategies that contribute to a greener and more sustainable future.

Founded on principles of environmental responsibility, the 360 Degree Recycling LLC brings expertise in comprehensive recycling services, focusing on reducing waste and maximising resource efficiency. The partnership between EEG and 360 Degree Recycling LLC signals a promising future of collaborative efforts towards achieving environmental sustainability goals, paving the way for a greener and cleaner UAE for generations to come. Know more about them at www.360degreerecycling.com



EEG MEMBERS' UPDATE

EEG welcomed 1 new & 4 renewed corporate members & 1 new individual member in the month of July 2024

Corporate Membership			
Three Sixty Degree Recycling Solutions LLC	New	Ferrero Trading Lux S.A - Dubai Branch	Renewals
Design Infinity	Renewals	Dubai Duty Free	Renewals
Adeeb Electrical & Electronics Services Company	Renewals	-	-
Individual Membership			
Ousama Ghazlan	New		





UNEP: Navigating New Horizons - A Global Foresight Report on Planetary Health and Human Wellbeing

UNEP NEWS

As environmental, technological, and societal changes converge to disrupt human and planetary health, the imperative for the world to enhance its capacity in monitoring and responding to emerging challenges has never been more urgent. Highlighted in a comprehensive new report jointly released by the United Nations Environment Programme (UNEP) and the International Science Council (ISC), titled "Navigating New Horizons - A Global Foresight Report on Planetary Health and Human Wellbeing," are 8 critical global shifts. These shifts are accelerating the triple planetary crisis encompassing climate change, nature and biodiversity loss, and pollution and waste.

The report underscores how these interconnected challenges are not isolated phenomena but rather amplify each other's impacts, posing complex threats to ecosystems, economies and human societies worldwide. Climate change intensifies weather extremes and sea level rise, exacerbating vulnerabilities in coastal communities and agricultural systems. Biodiversity loss diminishes ecosystem resilience, affecting food security and livelihoods for millions who depend on natural resources. Meanwhile, pollution and waste degrade air, water and soil quality, posing health risks and burdening healthcare systems globally.

Furthermore, the report advocates for strengthening international cooperation and governance frameworks to address planetary health challenges effectively. Collaboration among governments, businesses, civil society organisations and scientific institutions is crucial for sharing knowledge, mobilising resources and implementing coordinated actions that transcend national boundaries.

In conclusion, as environmental, technological, and societal forces reshape the global landscape, the imperative to adopt a forward-looking approach cannot be overstated. It is not only about preparing for future uncertainties but also seizing the opportunity to build a resilient and sustainable future for generations to come. By embracing innovation, fostering inclusive development, and prioritising planetary health, the world can navigate these new horizons with resilience and determination.

Read full report here: [CLICK HERE](#)



'Silent Demise' of Vast Rangelands Threatens Climate, Food Security and Wellbeing

UNCCD NEWS

In a stark warning, the United Nations Convention to Combat Desertification (UNCCD) has highlighted recently an alarming decline of vast rangelands worldwide, underscoring the severe implications for climate stability, food security, and global wellbeing.

Rangelands, covering vast expanses across continents, are crucial ecosystems supporting livestock grazing, wildlife habitats, and indigenous communities. However, the UNCCD report paints a grim picture of these landscapes facing a 'silent demise' due to various pressures including overgrazing, climate change impacts, and unsustainable land management practices.

The degradation of rangelands threatens biodiversity and ecosystem services and also exacerbates climate change by releasing carbon stored in the soil and vegetation. This loss of natural carbon sinks further contributes to global warming, creating a dangerous feedback loop.

Moreover, the decline of rangelands poses significant risks to food security, especially for millions who depend on livestock and agriculture in these regions. The loss of these ecosystems undermines resilience against climate extremes and reduces the availability of nutritious food sources for local communities.

UNCCD Executive Director, Ibrahim Thiaw, emphasized the urgent need for global action to halt the degradation of rangelands. He called for sustainable land management practices, improved governance, and investments in restoring these critical ecosystems. As the world grapples with escalating environmental challenges, the UNCCD's report serves as a poignant reminder of the interconnectedness of ecosystems and human wellbeing. Addressing the 'silent demise' of rangelands requires concerted efforts and international cooperation to protect these vital landscapes for current and future generations.

Read full report here: [CLICK HERE](#)



The collection of the below mentioned materials for recycling in the month of July, resulted in the following benefits:

- » Reduction of 771 (MTCO₂e) GHG
- » Saving of 5,036 Million BTU of Energy
- » Saving of 1,057 m³ of Landfill Space
- » Saving of 3,533 Trees from being felled
- » Saving of 1,574 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
During July 2024, EEG successfully collected 192,147 kg of Paper from 239 participating entities. Showing a great 148% increase in paper collection compared to the previous month, the highest collection so far this year. We thank the community for their active participation and encourage them to continue their environmental efforts for the upcoming initiatives and projects as we progress through the year.	Department of Finance Abu Dhabi	49,915	Sultan Ali Alzaabi	2,092
	Atkins	9,190	Dhanvi Shah	1,000
	FedEx Express MENA	8,637	Nandini Waykar	710
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG managed to collect 595 kg of Aluminium Cans for recycling in July from 22 participating entities, marking a 29% decrease compared to June 2024. We urge the community to support us by collecting and depositing their Aluminium Cans for recycling to enable us to achieve this year's target of collecting 31,800 kg of Aluminium Cans.	Rixos Al Mairid Ras Al Khaimah	310	Trisha Nikhilkumar Sayani	34
	CROWN Emirates Co. Ltd	50	Nawal Al Banna	14
	Four Seasons Hotels Jumeirah	40	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG gathered 9,749 kg of Plastic in July 2024 from 127 participating entities, marking a 39% decrease from the previous month. We urge the community to rally around us and increase efforts in diverting this waste material from our lands and oceans.	Abela & Co	1,899	Ali Darwish Mubarak Salim Alzaabi	375
	Wasl	723	Salma Darwish Alzaabi	117
	Flora Inn Hotel	575	Ameena Darwish Alzaabi	103
TONER COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In July 2024, EEG gathered a total of 1,301 toner cartridges from 16 participating entities, showing a decrease of 51% compared to the previous month. The impact that a mere 16 entities can have in the circular economy sphere is visible here. Help us to increase the number of participants thus increasing the quantity of toners collected and diverted from the landfills.	Novotel & IBIS World Trade Centre, IBIS One Centre Hotel Dubai	343	Maryam Almarzooqi	402
	Ministry of Climate Change and Environment	171	Harichandhana Haneesh	77
	CROWN Emirates Co. Ltd	150	Amour Manuel Mendoca	50
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In July 2024, EEG collected 324 mobile phones from 7 participating entities, showing a big increase of 245% from the previous month. We encourage our members and participants to continue this positive trend and to collect and 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 channeling the materials into the recycling streams.	Novotel & IBIS World Trade Centre, IBIS One Centre Hotel Dubai	98	Amal Saeed Al Shamsi	111
	Shangri-la & Traders Hotel Qaryat Al Beri	92	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
EEG accomplished the collection of 8,620 kg of glass bottles from 48 participating entities in the month of July, marking an increase of 43% from the previous month. Let's continue to work together to increase these numbers, ensuring a positive trend throughout the year.	Movenpick Hotel Jumeirah Beach	3,077	Mariyam Mubarak & Mubarak Darwish Alzaabi (Tie)	209
	Marco Polo Hotel	750	Liah Murali	180
	Four Seasons Hotel	550	Dhairya Harshadbhai Prajapati	75
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected in July, 1,176 kg of e-waste for recycling from 14 participating entities. July witnessed a great increase of 72% in e-waste collection compared to June. 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 in the coming months, ensuring an effective impact of our e-waste collection efforts.	Nextcare Claims Management LLC	213	Nuwa Al Jafri	50
	Movenpick Hotel Apartments Downtown	151	Muneera Darwish Alzaabi	37
	Marco Polo Hotel Dubai	60	Vidyuth Balaji	11
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected 1,623 kg of scrap metal from 18 participating entities in July, registering a 66% increase from the previous month. Metals have significant Greenhouse Gas emissions if not disposed of correctly. The collection of Scrap Metal provides a great source of raw material which can be utilised in all spheres of life. Join us in this crucial campaign and deposit, old iron, stainless steel, copper among other common yet important metals.	Movenpick Hotel Apartments Downtown	318	Abid Darwish Alzaabi	492
	Marco Polo Hotel	130	Vishesh Shah	406
	Empower Energy	37	Shiven Seth	59

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.

