

EEG CORP NEWS

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September 2024
Issue 9

PANEL DISCUSSION

PACKAGING INNOVATION Influence on Environment & Health

24th OCTOBER 2024



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Upcoming Events



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Habiba Al Mar'ashi

Dear Members, Supporters and Well Wishers

As we transition into September and slowly easing out of the very hot summer months of the year, it is important to reflect on the remarkable progress we achieved throughout August in spite of the harsh weather conditions.

The commitment, energy, and collaboration displayed across all our projects have been truly inspiring. From organising successful events to driving strategic initiatives and collectively tackling challenges, each one of you has significantly contributed to the momentum we've built. For this, I am deeply grateful.

The latest developments in sustainability over the past month have provided both motivation and direction. The push towards a circular economy is gaining significant traction, as industries are increasingly adopting practices that are helping to reduce waste by designing products and processes that allow materials to be reused and recycled. Sustainable urban development has similarly been a major focus, with cities worldwide adopting green infrastructure, promoting energy-efficient buildings and enhancing public transportation systems to reduce their carbon footprints. This commitment towards sustainable development was particularly evident in the various meetings that I attended virtually or physically.

The global conversation around sustainability has reached new heights, and I am proud that we are contributing to this dialogue and also leading with concrete actions. As we enter the last quarter of the year, I want to emphasize the importance of maintaining and amplifying our commitment to sustainable practices.

Our engagements throughout the month reflected this dedication. On **7th August**, we participated in the pivotal event titled "Road to Busan: Potential Approaches to Plastic Products and Chemicals of Concern in the Plastic Treaty." This session was a crucial step in the ongoing international dialogue aimed at shaping a global treaty to address plastic pollution and harmful chemicals.

Following this, on **8th & 12th August**, we hosted workshops for students and faculty members from various universities in the People's Republic of China. These sessions provided invaluable opportunities for international knowledge exchange, focusing on the development of effective educational and waste management programmes in schools and universities.

The International Day of the World's Indigenous Peoples on **9th August** saw us joining a commemorative online event that brought together a diverse audience. This day, established by the UN General Assembly, served as a reminder of the importance of inclusivity and sustainability in all our initiatives.

I was also actively engaged on the global level as I attended several virtual meetings for the MENA GBC Network and the WorldGBC. This was followed by my participation in Tristar Group's event, "**The Journey to Net Zero - 3rd Edition**," on **27th August** organised in partnership with Khaleej Times, this event focused on exploring strategies and innovations to achieve net-zero

emissions-a crucial milestone in the global fight against climate change. In the afternoon of the same day, we hosted the much awaited **4th Panel Discussion** at the Five Palm Hotel Jumeirah, titled "**Indeterminably Rising Buildings: Addressing the Widening Net Zero Curtain**." This gathering of industry leaders, professionals, and enthusiasts was dedicated to advancing sustainable architecture and promoting net-zero building practices.

On **28th August**, I had the honour of participating as a keynote speaker in two significant events celebrating Emirati Women's Day. The day commenced with "**Noor 2024**", a prominent event organised by Aster. Themed "**Women's Role in Sustaining the GCC's Meteoric Rise for the Next 50 Years**," this event highlighted the pivotal contributions of women leaders to sustainability. Later that day, I spoke at a distinguished learning session hosted by Dubai Islamic Bank. This session celebrated the achievements of Emirati women, with discussions focusing on "Emirati Women Empowerment with an Angle on Sustainability."

Finally, on **29th August**, we attended a webinar hosted by the World Packaging Organisation (WPO) titled "Co-Packaging Trends and Perspectives." This session offered valuable insights into the evolving co-packaging industry.

These diverse engagements and events reflect our ongoing commitment to sustainability, which is further highlighted in the detailed articles attached to this newsletter. I encourage you all to read them and consider how we can incorporate these insights into our practices. Whether through innovative event solutions, sustainable partnerships, or internal process improvements, there is always room for growth and leadership in this vital area.

Looking ahead to September, I urge everyone to participate in our ongoing and upcoming programmes. Our commitment to sustainability, innovation, and excellence sets us apart, and I am certain that we will keep making meaningful impacts in these areas. I am excited to see the creative and impactful ideas that will emerge from our efforts and I am committed to supporting all of you as we work towards our shared goals.

Before I close my message, please mark your calendars for an important event hosted by our sister organisation, the ACSRN. They will be holding the Arabia CSR & Sustainability Forum and Arabia CSR Awards Gala on **9th and 10th October**, where EEG is the Environmental Partner in both. This forum will be a dynamic platform for thought leadership, knowledge exchange and industry collaboration.

Esteemed speakers will provide invaluable insights, strategies, and best practices for advancing sustainable development goals. It is an excellent opportunity for forging partnerships, driving meaningful change, and catalysing action towards a more sustainable future.

Thank you once again for your hard work, passion and commitment. Together, let us work to shape the future of our organisation and also contribute to a more sustainable and equitable world.



Road to Busan: Addressing Plastic Concerns in the Plastic Treaty

A pivotal event titled **"Road to Busan: Potential Approaches to Plastic Products and Chemicals of Concern in the Plastic Treaty"** was held on **7th August**, marking a significant step in the global effort to tackle plastic pollution. This session was part of an ongoing international dialogue aimed at shaping the upcoming global plastic treaty, which seeks to address the environmental and health impacts of plastic waste and harmful chemicals.

The session gave a comprehensive overview of the current state of plastic pollution and its associated chemical risks. Presentations highlighted the extensive use of plastics in various sectors, from packaging to manufacturing, and the consequent challenges of managing plastic waste and the toxic chemicals often found in these materials. The need for a cohesive and well-structured approach to address these issues was emphasized.

Key topics included the identification and classification of hazardous chemicals used in plastics, such as phthalates, bisphenols and flame retardants. Experts discussed how these chemicals, when released into the environment, can have severe impacts on ecosystems and human health. The dialogue explored potential regulatory measures for controlling the use and disposal of these substances, including the development of safer alternatives and improved waste management practices.

One of the major focuses of the event was on innovative approaches to reducing the environmental footprint of plastic products. Discussions covered strategies such as enhancing product design to minimise plastic use, increasing the recyclability of plastic materials, and promoting the use of biodegradable and compostable alternatives. The session also examined the role of extended producer responsibility (EPR) programmes in incentivising companies to adopt more sustainable practices and take responsibility for the lifecycle of their products.

The issue of international cooperation and alignment in the development of the global plastic treaty was highlighted. Participants stressed the need for a unified approach that harmonises regulations across countries and industries to effectively combat plastic pollution.

In conclusion, the session represented a crucial moment in the ongoing global effort to address plastic pollution. It underscored the need for comprehensive and coordinated strategies to manage plastic products and harmful chemicals, paving the way for the development of a robust and effective global treaty. As the world moves closer to finalising this important agreement, the discussions and insights from this session will play a key role in shaping the future of plastic regulation and environmental protection.

UNEP: Commemoration of the World's Indigenous Peoples Day

The International Day of the World's Indigenous Peoples was commemorated on **9th August** with a meaningful online event that brought together a diverse audience, including EEG. This significant day, established by the United Nations General Assembly in resolution 49/214, marks the anniversary of the inaugural meeting of the UN Working Group on Indigenous Populations in 1982.

This year's observance centered on the theme: "Protecting the Rights of Indigenous Peoples in Voluntary Isolation and Initial Contact." This theme highlights the critical need to safeguard the rights of Indigenous communities who either choose to live in voluntary isolation or are in the initial stages of contact with the outside world. The focus of the event was to draw attention to the unique challenges faced by these communities and to advocate for their rights and protection against external pressures.

The event was structured around a comprehensive programme and concept note that guided the discussions and activities. The agenda included a series of presentations, panel discussions, and interactive sessions designed to address the theme from various perspectives. These segments aimed to explore the complexities involved in protecting the rights of isolated and newly contacted Indigenous communities and to discuss strategies for ensuring their well-being and autonomy.

This online format allowed for global engagement, enabling participants from around the world to contribute to the dialogue. The event also provided a communications and outreach package, which included resources and tools to help participants promote the event and disseminate its key messages effectively. Throughout the event, there was a strong emphasis on raising awareness and fostering a global dialogue on the protection of Indigenous Peoples' rights.

Overall, the International Day of the World's Indigenous Peoples event provided a vital platform for discussing the protection of Indigenous rights, promoting global solidarity, and advocating for meaningful actions to support these vulnerable communities. The active involvement of accredited organisations and individuals played a crucial role in achieving the event's objectives and advancing the global conversation on Indigenous rights and sustainability.

EmiratesGBC Management Committee Meeting

On **14th August**, the Emirates Green Building Council (EGBC) Management Committee convened with a focus on advancing sustainable building practices across the UAE. The meeting was attended by the EEG Chairperson, who also holds the roles of Vice Chair and Treasurer at EGBC. The discussions centered around formulating strategies to boost the council's effectiveness, with a particular emphasis on innovative initiatives to improve energy efficiency, integrate sustainable materials, and advocate for green building standards throughout the country.

The committee also reviewed upcoming events designed to enhance awareness and facilitate the adoption of sustainable building practices. These programmes are intended to engage a diverse range of stakeholders, including developers, architects, and policymakers, fostering a unified effort towards environmental responsibility in the UAE's construction sector.

Reinforcing their commitment to sustainability, the committee emphasised the critical importance of collaborating with government agencies, the private sector, and international bodies. The council is devoted to positioning the UAE as a leader in green building practices, aligning with the nation's overarching environmental goals and driving progress toward a more sustainable future.



MENA GBC Advisory Committee

On **15th August**, the MENA GBC Advisory Committee held its quarterly meeting, bringing together key stakeholders to discuss and strategise on sustainable building practices across the region.

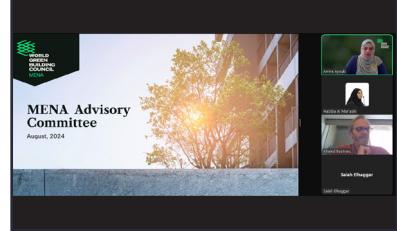
One of the key topics was the evaluation of regional sustainability standards and their alignment with global best practices. The committee deliberated on ways to enhance these standards to better address the unique environmental and climatic conditions of the MENA region.

Another significant aspect of the meeting was the exploration of new partnerships and collaborative opportunities. Members discussed potential collaborations with local governments, industry leaders, and other stakeholders to drive the adoption of green building practices and achieve ambitious sustainability goals.

The meeting also included a session dedicated to reviewing upcoming events and initiatives. The committee planned future activities aimed at raising awareness, sharing knowledge, and promoting the benefits of sustainable building practices among industry professionals and the general public.

Overall, the quarterly meeting provided a valuable platform for the MENA GBC Advisory Committee to align its strategies, celebrate progress, and set the stage for continued advancements in green building.

The collaborative discussions and strategic planning underscored the committee's commitment to fostering a more sustainable built environment across the MENA region.



Volunteer Africa

On **26th August**, EEG welcomed a delegation from Volunteer Africa. This important meeting was convened to explore and discuss potential collaborative efforts between the organisations with the primary aim to identify and develop strategies of working together to leverage each other's strengths and resources.

A significant part of the discussion centered on the possibility of adopting and adapting best practices from the UAE to the context of Liberia. The UAE has made substantial strides in various sectors, particularly in sustainable development, and the country's experience could offer valuable insights for Liberia's own development journey.

By analysing and understanding these practices, the organisations hope to create a framework that can address immediate needs and help promote long-term sustainability in Liberia.

As many African countries, including Liberia, continue to advance their economies and infrastructure, it is essential to embed sustainability into these development efforts from the outset. To achieve this, it is crucial that both decision-making bodies and grassroots organisations are well-informed and equipped with the right tools and knowledge.

Empowering individuals at all levels of society is key to achieving meaningful and lasting development. Grassroots organisations, which often play a critical role in the execution of development projects, need to be trained and supported to contribute effectively.

The discussion with Volunteer Africa also explored ways to integrate these insights into local practices and to create opportunities for capacity-building.

In summary, the meeting underscored the importance of collaboration and shared learning in advancing sustainable development goals. By combining the expertise and experiences of both EEG and Volunteer Africa, a more engaged and proactive society can be created to ensure a sustainable future for Liberia.

The Journey to Net Zero - 3rd Edition

On the morning of **27th August**, EEG Chairperson was invited by its active board member; Tristar Group, to attend a pivotal event titled "The Journey to Net Zero - 3rd Edition," organised in partnership with Khaleej Times.

This full-day event focused on exploring strategies and innovations to achieve net zero emissions, a crucial milestone in the global effort to combat climate change. The session brought together experts, industry leaders, and policymakers to discuss the latest advancements and challenges in the journey toward achieving net zero.

Keynote speakers provided insights into sustainable practices, technological innovations, and policy frameworks essential for reducing carbon footprints and advancing environmental stewardship.

The discussions highlighted the role of organisations like EEG in driving sustainable practices and influencing policy decisions. The event also offered a platform for networking and sharing best practices among stakeholders committed to environmental sustainability.

The event's focus on practical solutions and actionable strategies aligned with EEG's mission to promote environmental conservation and sustainability.

Overall, "The Journey to Net Zero - 3rd Edition" served as a significant milestone in the ongoing dialogue about climate action and sustainability, reinforcing the collaborative efforts needed to achieve global environmental goals.



EEG Hosts 4th Panel Discussion on Net Zero Buildings

The Emirates Environmental Group (EEG) hosted its highly anticipated 4th Panel Discussion for the year 2024 on **27th August**, titled "**Indeterminably Rising Buildings: Addressing the Widening Net Zero Curtain**," at the prestigious Five Palm Hotel Jumeirah. The event marked a significant gathering of industry leaders, professionals, and enthusiasts dedicated to advancing sustainable architecture and promoting Net-Zero building practices.

The panel discussion delved deep into the complexities and challenges associated with achieving Net-Zero buildings. The focus was on exploring innovative solutions to attain carbon neutrality in building design amidst growing complexities related to construction costs, technology integration and regulatory compliance.



Throughout the session, attendees were presented with valuable insights from expert speakers who shared their knowledge and experiences. The plenary consisted of five expert speakers:

- **Mr. Haithem Ibraheem** – Vice President of Operations, Brookfield Properties
- **Mr. Sarfraz Dairkee** – GM of Corporate Development and Engineering, M.A.H.Y. Khoory & Co
- **Dr. Thanveer Hussain** – Managing Director, Hansa Energy Solutions
- **Mr. Jason Carlow** – Associate Professor and Head of Department of Architecture, American University of Sharjah
- **Ms. Muna Al Nahdi** – Head of Sustainability and Consultancy, Farnek

The speakers brought to the stage their knowledge from private and academic sectors which included various aspects of a sustainable building including architecture, engineering, operations, retrofitting and managing upstream & downstream emissions. The event featured real-world case studies that showcased practical strategies and successful implementations of sustainable building technologies. These presentations highlighted how various projects have navigated the hurdles of achieving net-zero goals, offering attendees practical examples and actionable ideas.

The event also explored how to integrate cutting-edge technologies, innovative design principles and forward-thinking policies to ensure that our towering achievements do not come at the expense of our planet. It examined the latest advancements in green architecture, the challenges of scaling these solutions to meet the needs of growing urban populations and the collaborative efforts required to drive this transformation.

What are the economic implications of investing in net-zero energy high-rises, and how do these structures contribute to job creation in the sustainability and construction sectors? What challenges do cities face in integrating net-zero energy high-rises into existing urban landscapes, and how can these challenges be effectively addressed? How do net-zero energy high-rises prioritise occupant well-being, and what are the social and health benefits associated with these buildings? What role can governments, businesses, and the construction industry play in fostering the widespread adoption of net-zero energy high-rises? An interactive session allowed participants to engage directly with experts and peers, fostering a dynamic exchange of ideas and solutions.

DIB Emirati Women's Day Celebration

Dubai Islamic Bank (DIB), on **28th August**, held a distinguished learning session in honour of Emirati Women's Day, celebrating the achievements and contributions of Emirati female staff. This event was dedicated to discussing "Emirati Women Empowerment with an Angle on Sustainability."

The session was hosted by the Head of Corporate Communication & PR, who provided a welcoming introduction and set the stage for a day of insightful discussions and reflections. The highlight of the session was a keynote address from the EEG Co-Founder & Chairperson, whose extensive experience and career journey of more than 3 decades were shared with the attendees.



EEG Chairperson began with an overview of her professional journey, detailing her career path from the early stages to her current role. She reflected on the challenges she has faced along the way, including overcoming barriers and navigating a predominantly male-dominated industry. A significant portion of the address focused on the inception of EEG, providing an overview of the organisation's origins and the early prospects of the environmental field. The Chairperson discussed how the EEG was founded with a vision to promote sustainability and environmental responsibility, and how the field has evolved since its inception.

She also offered valuable advice to aspiring women entrepreneurs, emphasising the importance of resilience, strategic thinking and leveraging support networks. She encouraged the attendees to embrace their entrepreneurial ambitions and to continue advancing the cause of sustainability through their ventures.

Following the keynote address, the agenda included a Q&A session, allowing attendees to engage directly with the speaker and gain further insights into her experiences and perspectives. This interactive segment provided an opportunity for the Emirati female staff to ask questions and seek advice on navigating their own career paths and entrepreneurial pursuits.

The second part of the event featured a showcase of female entrepreneurs from within the bank. This segment highlighted the achievements of these women and provided a platform for them to share their experiences and insights. The session concluded with various staff activities, allowing for networking and informal interactions among attendees.

Overall, the event was a meaningful and impactful celebration of Emirati Women's Day, providing valuable insights and inspiration to the bank's female staff. It underscored Dubai Islamic Bank's commitment to supporting and empowering Emirati women, highlighting the crucial role they play in advancing both sustainability and their professional growth.



Highlighting Women's Role in Sustaining the GCC's Future at Noor 2024

On **28th August**, the Dubai Foundation for Women and Children in Al Warsan served as the venue for Noor 2024, an event organised by Aster. Themed "**Women's Role in Sustaining the GCC's Meteoric Rise for the Next 50 Years**," the event focused on celebrating and promoting the contributions of women leaders in sustainability.

EEG Co-Founder & Chairperson was a keynote speaker at Noor 2024, where she addressed the attendees on the crucial role of women in advancing sustainability within the GCC region. The event aimed to spotlight the achievements of women who have made significant strides in environmental and sustainability practices, and to inspire young Emirati women to take active roles in these fields.



During the event, the Chairperson shared her extensive experience and insights into the intersection of gender and sustainability. Her speech highlighted the transformative impact that women have had on shaping environmental policies and implementing sustainable practices across the GCC. She emphasized that women's leadership is essential to address current environmental challenges and to ensure the region's continued prosperity and development.

Noor 2024 featured a series of dynamic discussions and interactive sessions that explored various facets of women's contributions to sustainability. The discussions underscored the importance of an inclusive approach to environmental stewardship, where diverse perspectives and leadership styles contribute to more effective and equitable sustainability efforts.

The event was particularly focused on inspiring young Emirati women. By showcasing the successes of established women leaders, Noor 2024 aimed to motivate the next generation to pursue careers in sustainability and assume leadership roles within their communities. Noor 2024 reinforced the GCC's commitment to promoting gender equality and supporting women's leadership in shaping a sustainable future. The event underscored the vital role of women in driving the region's meteoric rise and ensuring that its development is aligned with environmental and social sustainability goals.

WPO on Co-Packing Trends and Perspectives

The World Packaging Organisation (WPO) hosted a highly engaging webinar titled "Co-Packing Trends and Perspectives," on **29th August** featuring key insights into the evolving co-packing industry. The event was attended by a diverse audience, including EEG, who was keen to explore the latest developments in the field.

The webinar was led by the Executive Director of the European Co-Packers Association, who provided an in-depth analysis of the current trends and future perspectives shaping the co-packing industry. His expertise offered attendees a comprehensive overview of how co-packing is adapting to meet the demands of a rapidly changing market.

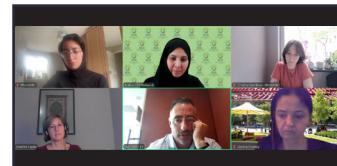
Moderating the dynamic discussion were Luciana Pellegrino, President of the WPO, and Nerida Kelton, Vice President of Sustainability & Save Food at WPO. Both Pellegrino and Kelton facilitated a robust dialogue that covered key topics such as innovative packaging solutions, sustainability practices, and the impact of emerging technologies on co-packing processes.

Throughout the webinar, participants had the opportunity to engage with industry visionaries and gain valuable insights into the trends driving the future of packaging. The session highlighted the critical role of co-packers in addressing sustainability challenges and meeting consumer expectations for more responsible packaging solutions. The event successfully brought together thought leaders and practitioners in the packaging industry, fostering a rich exchange of ideas and perspectives. As part of the ongoing WPO webinar series, this session provided a valuable platform for discussing key issues and exploring new opportunities in the field of co-packing. Overall, the webinar proved to be an informative and thought-provoking experience for all attendees, reinforcing the WPO's commitment to advancing packaging innovation and sustainability.

World Green Building Council Engagements

1. WorldGBC Executive Committee Meetings

On **6th August**, the EEG Co-Founder and Chairperson joined virtually the World Green Building Council's (WGBC) Executive Committee in an important meeting to evaluate the global sustainability initiatives in the built environment. The session was centred on expanding green building practices in fast-developing urban areas, with a focus on devising strategies that are both effective and tailored to local contexts. The committee members highlighted the role of innovation and technological advancements in addressing the specific challenges faced by different regions, especially emerging markets.



The discussion also included a review of the WGBC's upcoming international events designed to encourage global cooperation on sustainable building practices. These events are set to gather a diverse group of stakeholders, such as government agencies, leaders from the private sector, and non-government organisations, to exchange expertise and drive collaborative efforts. The meeting concluded with a strong reaffirmation of the WGBC's commitment to advancing global sustainability.

The WGBC Executive Committee reconvened on 8th August to continue their focus on promoting sustainable practices across the global built environment. This meeting addressed the complexities of retrofitting existing buildings to meet modern green standards, particularly in urban areas with historical significance. The committee discussed potential collaborations with financial institutions to offer incentives for sustainable retrofitting and explored methods to enhance the attractiveness of green certifications in the property market.

Additionally, the committee evaluated the success of WGBC's partnerships with regional Green Building Councils. These collaborations are crucial for encouraging local adoption of sustainable practices. The meeting ended with a renewed commitment to refining regional strategies and supporting WGBC's overarching vision of fostering a sustainable and resilient global built environment.



2. WorldGBC Board Meeting

On **13th August**, the EEG Co-Founder and Chairperson in her capacity as the Vice-Chair of the World Green Building Council attended virtually the WGBC Board of Directors meetings to review the organisation's strategic direction and assess the effectiveness of ongoing initiatives aimed at promoting global sustainability in the built environment. The board discussed progress on major projects, including efforts to accelerate the integration of green building practices in both developed and emerging markets. The focus was on ensuring that WGBC's global goals align with regional priorities to effectively address the specific challenges of various areas.

The board also concentrated on enhancing WGBC's partnerships with industry leaders, government bodies, and non-governmental organisations to expand the reach and impact of their sustainability initiatives. They explored new opportunities for collaboration, particularly in green finance and technology, to advance the transition to a more sustainable built environment.

3. Bilateral Catch-Up

On **29th August**, a key bilateral meeting was held involving the Co-Founder and Chairperson of Emirates Environmental Group - who also serves as Vice Chair of the World Green Building Council (WGBC) and Vice Chair and Treasurer of the Emirates Green Building Council (EGBC)—with the CEOs of WGBC and the Green Building Council of Australia (GBCA). The meeting focused on strengthening collaboration between these leading organisations to promote sustainable development and corporate social responsibility (CSR) within the built environment across different regions. The leaders shared insights into the specific challenges and opportunities encountered in the Middle East, Australia, and globally, underscoring the need for strategies that address diverse regional needs.

The discussion also covered potential joint initiatives that could leverage the expertise of each organisation to enhance the adoption of green building practices in the industry. They considered opportunities for shared projects, knowledge exchange, and the creation of new frameworks to advance sustainability in construction and urban development.

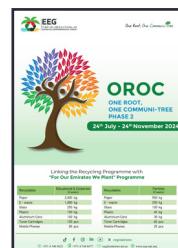
Ongoing Event

Join EEG's One Root, One Communi-Tree Phase 2

EEG is excited to continue its impactful project; the 'One Root, One Communi-Tree' Phase 2. This project is a call to action for all sectors of society-corporates, academic institutions, families, and individuals—to come together and support our strong recycling platform. Since its launch in 2010, the 'One Root, One Communi-Tree' project has provided a unique opportunity for participants to contribute to environmental conservation. By collecting and depositing recyclable materials such as paper, plastic, aluminium cans, toners, glass, mobile phones, toner cartridges and electronic waste, participants can achieve the set recycling targets and earn the chance to plant a sapling of a native tree in their name. This project supports the strategy of proper waste management and helps expand green spaces across the UAE.

The recycling targets are tailored to each sector, ensuring that goals are achievable and impactful. Your involvement in this annual event will directly contribute to reducing waste and fostering a culture of sustainability within your community. Join us in making a significant difference for our environment and building a greener future together! To take part, simply gather your recyclable materials and submit them within the specified timeframe.

For more information and to get started click here: [CLICK HERE](#)



Member News

EEG MEMBERS' UPDATE

3 renewed corporate members in the month of August 2024

Corporate Membership

International SOS Supply FZCO	Renewal
ISS Relocations	Renewal
Pernod Ricard Gulf FZE	Renewal





UNEP Spearhead the Launch of 1st Regional Eco-Labeling Initiative

Latin America and the Caribbean made a significant stride in environmental sustainability with the launch of their 1st regional eco-labeling initiative this August. This groundbreaking project aims to foster environmental responsibility across the region by providing a unified standard for eco-friendly products and services.

The new eco-labeling scheme represents a landmark development for Latin America and the Caribbean, regions that are rich in biodiversity but also face pressing environmental challenges. The initiative, spearheaded by the United Nations Environment Programme (UNEP), seeks to create a comprehensive system that will guide consumers, businesses and governments in making more sustainable choices.

The eco-labeling initiative is designed to identify and promote products and services that meet rigorous environmental standards. By establishing a consistent set of criteria across multiple countries, the programme aims to simplify the process of recognising environmentally friendly options and encourage businesses to adopt more sustainable practices.

Key features of the eco-labeling initiative include:

- Standardisation:** The initiative introduces a unified set of environmental criteria that products and services must meet to qualify for the eco-label.
- Consumer Awareness:** By providing clear and recognisable eco-labels, the initiative aims to empower consumers to make informed choices.
- Support for Businesses:** The programme offers businesses a framework to demonstrate their commitment to sustainability.
- Regional Collaboration:** The initiative represents a collaborative effort among multiple countries in the region.

As the eco-labeling programme is rolled out, it is expected to enhance regional environmental performance and contribute to global sustainability efforts. The initiative serves as a model for other regions and underscores the importance of collaborative approaches in addressing environmental challenges.



UNCCD's Transboundary Cooperation Project

The Horn of Africa, a region marked by its diverse ecosystems and significant environmental challenges, has recently seen a promising development in addressing these issues through transboundary cooperation. The United Nations Convention to Combat Desertification (UNCCD) highlights the importance of collaborative efforts among countries in this region to build resilience against the impacts of climate change and land degradation.

One notable initiative is the Great Green Wall (GGW) project, which aims to combat desertification and restore degraded lands across the Sahel and the Horn of Africa. This ambitious project seeks to create a mosaic of green spaces stretching across Africa, from Senegal to Djibouti, enhancing ecosystem services, improving soil fertility, and promoting sustainable land management.

Recent developments in the Horn of Africa reflect significant strides in transboundary cooperation. For instance, Ethiopia, Kenya and Somalia have been working together to implement integrated land management strategies that address both environmental and socio-economic issues. These collaborative efforts are supported by regional frameworks and international organisations, including the UNCCD, which provide technical and financial assistance.

The collaborative approach includes joint projects on reforestation, sustainable agriculture and water resource management. By sharing knowledge and resources, these countries aim to create more resilient ecosystems and improve the adaptive capacity of local communities. These efforts address immediate environmental concerns and contribute to long-term sustainable development.

Transboundary cooperation in the Horn of Africa also involves the engagement of local communities in the decision-making process. By involving grassroots organisations and stakeholders, these initiatives ensure that solutions are tailored to the specific needs and conditions of the region. This inclusive approach enhances the effectiveness of projects and fosters a sense of ownership among the communities directly affected by environmental changes.



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

- » Reduction of 541 (MTCO₂) GHG
- » Saving of 3,717 Million BTU of Energy
- » Saving of 841 m³ of Landfill Space
- » Saving of 2,554 Trees from being felled
- » Saving of 1,482 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
During August 2024, EEG successfully collected 131,362 kg of Paper from 202 participating entities. Showing a 32% decrease in paper collection compared to the previous month, the second 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.	Atkins	11,440	Sultan Ali Alzaabi	2,424
	United Supplies Est	5,740	Amin Bouhanouch	1,040
	General Administration of Customs	5,270	Sainath Manikandan	768
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG managed to collect 992 kg of Aluminium Cans for recycling in August from 21 participating entities, marking a 67% increase compared to July 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.	Mercure Hotel Suites & Apartments	400	Ousama Ghazlan	30
	25Hours Hotel Dubai One Central	271	Divyansh Virla	20
	The Cove Rotana Ras Al khaimah	200	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG gathered 9,025 kg of Plastic in August 2024 from 106 participating entities, marking a 7% 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	1,429	Ali Darwish Mubarak Salim Alzaabi	886
	Wasl	680	Saeed Ahmed Khalifa Al Hamly	150
	Flora Inn Hotel	537	Umm Mousa Al Hashimi	140
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In August 2024, EEG gathered a total of 346 toner cartridges from 15 participating entities, showing a decrease of 73% compared to the previous month. The impact that a mere 15 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.	Halcrow, Dubai	32	Eleena Prathap Singh	50
	Al Nasr Contracting Company LLC	12	Bhakti Venkatesh Hegde	40
	National Bank of Fujairah, Dubai	10	Mohammed Sameer	31
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In August 2024, EEG collected 391 mobile phones from 9 participating entities, showing a increase of 21% 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.	Dubai Public Prosecution	187	Dev Pradeep	14
	Abela & Co	149	Ali Darwish Alzaabi	12
GLASS COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
EEG accomplished the collection of 7,516 kg of glass bottles from 47 participating entities in the month of August, marking a decrease of 13% from the previous month. Let's continue to work together to increase these numbers, ensuring a positive trend throughout the year.	JA Resort	2,316	Mariah Mubarak	370
	Mercure Hotel Suites & Apartments	1,140	Twarita Verma	233
	Grand Plaza Movenpick Media City	540	Mubarak Darwish Alzaabi	82
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected in August, 900 kg of e-waste for recycling from 16 participating entities. August witnessed a decrease of 23% in e-waste collection compared to July. 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.	Dubai Public Prosecution	350	Muneera Darwish Alzaabi	213
	Halcrow Dubai	170	Shaun Stephen Mathew	14
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
EEG collected 1,590 kg of scrap metal from 23 participating entities in August, registering a 2% decrease 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	90	Fateem Ali Alzaabi	886
	Dubai Emerald Lions Club	26	Abid Darwish Alzaabi	281
	Delta Hotels by Marriott Jumeirah	10	Nuwa Al Jafri	65
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.				

