

EEG CORP NEWS

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EMIRATES ENVIRONMENTAL GROUP



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Habiba Al Mar'ashi

Dear members and supporters,

As we approach the end of 2024, I feel an overwhelming sense of gratitude and pride reflecting on our collective achievements over the past ten months. With only two months remaining in this pivotal 2nd year of sustainability, it is essential for us to acknowledge both our progress as well as the challenges that are ahead of us in our pursuit of achieving our sustainability goals. Together, we made significant strides, and I am eager to share some highlights that exemplified our commitment to creating a more sustainable future.

We started the month on a high note by participating in WETEX 2024 - the Water, Energy, Technology, and Environment Exhibition held from **1st to 3rd October** and the 10th World Green Economy Summit on **2nd October**, underscoring the urgency of our mission. These events provided critical opportunities for networking and knowledge sharing, highlighting the collaborative spirit needed to advance sustainable development across all sectors. Each interaction at these events reinforced the importance of partnership and dialogue in addressing the multifaceted challenges that we face.

One of the standout moments this month was the successful hosting of the Arabia CSR Forum and the Arabia CSR & Sustainability Awards on 9th and **10th October**, where the Emirates Environmental Group (EEG) had the honour of serving as the Environmental Partner. These prestigious two events showcased the remarkable contributions of organisations committed to sustainability across various sectors, highlighting the innovative solutions and impactful initiatives that were being implemented to address pressing environmental challenges. It was inspiring to see so many leaders gathered in a spirit of collaboration, recognising that our collective actions could create a ripple effect in the fight against environmental degradation.

During the Awarding Ceremony, we witnessed the dedication and passion of individuals and organisations that had taken significant steps towards promoting sustainability in their practices. The event reaffirmed our belief that together, we could drive meaningful change and set an example for others to follow. The partnerships formed at this event were vital, as they enabled us to leverage resources and expertise in our mission to protect the planet.

We were also delighted to organise a special session at the Majlis of Her Highness Sheikha Shamma bint Sultan bin Khalifa Al Nahyan (the Honorary President of EmiratesGBC) at her palace on **8th October**, where board members and industry partners of EmiratesGBC engaged in meaningful discussions with the CEO of the World Green Building Council about sustainability in the built environment. Moreover, on **21st October**, I participated in the World Green Building Council (WorldGBC) Executive Committee meeting in my capacity as Vice Chair. The meeting was a crucial step in steering the organisation's direction, addressing key global sustainability challenges, and reinforcing WorldGBC's commitment to sustainable development within the built environment sector.

On the educational front, our annual series of Students Workshops was held from **21st to 23rd October**. It was a resounding success and managed to bring together passionate young minds eager to engage with the pressing issues of sustainability. By equipping the next generation of leaders with knowledge and skills, we sowed the seeds for a more sustainable future.

The enthusiasm and innovative ideas presented by our participants reminded us that the future is bright and sustainable. The students were aware of the challenges we faced and were also eager to take action. Their creativity and commitment inspired all of us, reinforcing the importance of nurturing young leaders who would carry forward the torch of sustainability.

Furthermore, on **24th October**, we conducted our 5th and final panel discussion of the year, titled "**Packaging Innovation: Influence on Environment & Health.**" The session provided an invaluable platform for experts to share insights on sustainable packaging solutions and their vital role in reducing waste and protecting our environment. The discussions were both enlightening and urgent, highlighting the need for innovative approaches to packaging that prioritised environmental health without compromising economic viability. As we navigate the complexities of modern consumption, it has become increasingly crucial that we encourage businesses to adopt practices that are sustainable and responsible.

To continue and feed into the legacy of greening our desert, I am proud to share the success of our two tree planting initiatives, held on **25th October** in Abu Dhabi - Al Shahama with Abu Dhabi Terminals and the Al Shahama Municipality and on **28th October** in Al Muntather Reserve - Al Bataeh in Sharjah with Innoventures and the Environment and Protected Areas Authority. These events reaffirm our commitment to enhancing biodiversity and combating climate change. With each tree planted, we are contributing to carbon sequestration and enriching our local ecosystems. It was heartening to witness the enthusiasm of volunteers and community members who participated in these initiatives, embodying the spirit of collective action that is necessary for sustainable change. These grassroots efforts exemplify our belief that positive environmental impact begins at the community level and can lead to significant, long-lasting benefits for our planet.

I concluded the month by participation virtually in the GISD Board Meetings and the Strategy Group meetings that took place on **28th & 29th October**. These discussions serve as a crucial platform for advocating effective sustainability strategies and sharing insights with global leaders. It is our responsibility to ensure that the lessons we learn and the successes we achieve resonate beyond our local context, influencing policies and actions worldwide. By collaborating with international stakeholders, we can create a unified approach to addressing global financial challenges in sustainability.

In these remaining two months of 2024, I urge each of you to continue championing sustainability within your spheres of influence. Let us harness the momentum we built together and inspire those around us to take action. Together, we could build a more resilient and environmentally conscious future for generations to come. Our commitment to sustainability is not just a professional obligation; it is a moral imperative that binds us all.

For a more detailed overview of our activities and insights, I encourage you to read the full newsletter. Where you will find in-depth coverage of all the events that we have participated in and the outcomes achieved, illustrating our ongoing dedication to sustainability and environmental stewardship.

Thank you for your unwavering support, dedication, and passion for our shared vision. Together, let us continue to lead by example and make a lasting impact on our environment.



EEG at WETEX

EEG Showcases Sustainability Initiatives at WETEX 2024

01. From **1st to 3rd October 2024**, the Emirates Environmental Group (EEG) actively participated in the 26th "**Water, Energy, Technology, and Environment**" Exhibition (WETEX 2024), held at the Dubai World Trade Centre. EEG was proud to attend this key event and to have a dedicated booth as is the practice since the inception of WETEX. EEG was able to showcase its latest environmental initiatives, programmes and projects. The booth served as a hub for engaging discussions on sustainability with different stakeholders nationally and globally. EEG was able to share about its mission of driving environmental consciousness and community-based action across the UAE and beyond. Visitors to the booth had the opportunity to explore wide range of activities, from our cluster of educational programmes, waste management and recycling, to our efforts in tree planting and action-oriented conservation platforms. The display highlighted EEG's pivotal role in fostering partnerships between public, private, academia and community sectors to tackle pressing sustainability issues. Many attendees expressed great interest in EEG's long-standing efforts to reduce the nation's carbon footprint and promote sustainable development.



02. On **2nd October**, Emirates Environmental Group (EEG) Co-Founder and Chairperson attended the opening ceremony and proceedings of the 10th World Green Economy Summit (WGES 2024). Organised by the Dubai Electricity and Water Authority (DEWA) and the World Green Economy Organisation (WGEO), the summit brought together global leaders, policymakers, and industry experts under the theme "**Enabling Global Climate Action: Unlocking Opportunities and Advancing Development**". The summit served as a high-level platform for discussing strategies to accelerate the transition to a green economy, with a focus on promoting global climate action and sustainable development. Through insightful panel discussions and keynote speeches, participants explored opportunities to unlock innovation, enhance cooperation, and implement sustainable solutions to tackle the urgent challenges posed by climate change. EEG's Chairperson attendance reinforced the organisation's commitment to contributing to the UAE's vision of becoming a global leader in green economy practices. The summit's focus on climate action aligns perfectly with EEG's mission to promote environmental sustainability and drive impactful initiatives across various sectors.

03. On **2nd October 2024**, the Co-Founder & Chairperson of EEG and Co-Founder and Vice Chair of Emirates Green Building Council delivered an engaging presentation at WETEX 2024 during the Renewables & Sustainability Seminars, focusing on the "Overview of Green Buildings Landscape in the MENA Region". The presentation shed light on the growing importance of green building practices in promoting sustainability throughout the Middle East and North Africa (MENA), highlighting advancements and opportunities within the sector. During the session, the EEG Chairperson explored how sustainable building technologies, energy-efficient designs, and environmentally-friendly construction practices can reshape urban development across the region. Emphasis was placed on the importance of collaboration between governments, the private sector, academia and environmental organisations to adopt and promote green building standards for a more sustainable future. The EEG Chairperson also highlighted the challenges hindering the broader adoption of green buildings requirement, such as regulatory hurdles, the perceived high upfront costs, and the need for greater awareness and education on sustainable practices. Nevertheless, the presentation showcased successful case studies from across the region, demonstrating that green buildings are not only achievable but also economically beneficial. Concluding the session, the EEG Chairperson called on stakeholders to prioritise green building projects as a core part of their sustainability strategies. The critical role that green buildings play in advancing the UAE's sustainability vision and the global effort to combat climate change was also stressed.

WGBC - GBCs Strategy Consultation Meeting

On **3rd October 2024**, EEG Co-Founder & Chairperson, who also serves as a board member and Vice Chair of the World Green Building Council (WGBC), participated in the WGBC Member GBCs Strategy Consultation virtual meeting. This session provided a platform for member organisations to collaborate on strategies that enhance the impact of green buildings in promoting sustainability and climate action on a global scale. During the consultation, the EEG Co-Founder & Chairperson engaged with representatives from various Global Green Building Councils (GBCs), sharing insights and best practices related to green building initiatives. She discussions revolved around the importance of collaboration and knowledge-sharing among GBCs to advance sustainable building practices and promote green building certifications.

The discussions highlighted the critical role that this sector plays in reducing carbon emissions and improving environmental quality, while advocating for increased support and resources for local GBCs to implement impactful initiatives within their regions. The consultation also allowed members to share their experiences and challenges in promoting green buildings, fostering a rich exchange of ideas aimed at strengthening the collective impact of GBCs on a global scale.

HH Sheikha Shamma bint Sultan bin Khalifa Al Nahyan Majlis

On **8th October**, the EEG Co-Founder & Chairperson, in her capacity as the Co-founder, Vice-chair and Treasurer of the EmiratesGBC and also the Vice-chair of the WorldGBC. attended a Majlis hosted by Her Highness Sheikha Shamma bint Sultan bin Khalifa Al Nahyan (The Honorary President of the EmiratesGBC) at her palace, marking the visit of the CEO of the World Green Building Council (WorldGBC) to the UAE. The event served as an engaging platform for discussions on sustainable building practices and the vital role of leadership in advancing environmental initiatives in the UAE. HH Sheikha Shamma, known for her commitment to sustainability, warmly welcomed the guests and underscored the importance of collaboration in achieving the UAE's sustainability goals.



Attendees engaged in meaningful conversations about innovative strategies to promote green building practices and raise community awareness around sustainability and corporate social responsibility (CSR). The discussions highlighted the necessity of establishing appropriate regulatory frameworks to ensure compliance across sectors and secure long-term benefits. As the event concluded, participants left with a renewed sense of purpose and inspiration to enhance their efforts in fostering sustainability and environmental stewardship. The Majlis hosted by HH Sheikha Shamma remains a vital forum for shaping the future of sustainability in the UAE, encouraging dialogue and collaboration among key stakeholders.



12th Arabia CSR & Sustainability Forum: EEG's Role

The 12th Cycle of the Arabia CSR & Sustainability Forum, held on **9th & 10th October 2024** under the patronage of the **UAE Ministry of Economy**, successfully convened global leaders and sustainability experts from the region and beyond to explore innovative strategies for a sustainable future in the MENA region. Themed “**Sustainable Prosperity: Reorienting for a Balanced Future**”, the forum highlighted the urgent need for collective action to address climate and other sustainability challenges.

Opening with keynote addresses from distinguished speakers, including **H.E. Abdulla Ahmed Al Saleh** – Undersecretary Ministry of Economy and **Hon. Dr. Sithembiso Gile Gladys Nyoni** – Minister of Environment, Climate and Wildlife of Zimbabwe, **H.E. Dr. Abdul Aziz Saqr** – Chairman of Gulf Research Centre and others and **H.E. Dr. Nawal AlHosani** – UAE's Permanent Representative to IRENA. In addition to the very informative keynote addresses, the forum featured sessions on vital topics such as water and energy transitions, urban resilience, green investments, Net-zero and the integration of smart technologies in sustainability efforts.

As the Environmental Partner, Emirates Environmental Group (EEG) played a crucial role in promoting the event's sustainability goals, reinforcing the importance of environmental stewardship throughout the proceedings. A special fireside chat with **HH Engineer Sheikh Salem bin Sultan bin Saqr Al-Qasimi**, Chairman of the Ras Al Khaimah Civil Aviation Department and President of One-Hive further enriched the dialogue, highlighting the integration of sustainability into leadership and innovation across sectors.

The forum also addressed sustainable investments and circular economy practices, showcasing how organisations can attract responsible investors and maximise resource efficiency. EEG's participation underscored its commitment to advancing sustainability initiatives in the region.

The 2-day forum was proudly supported by **Tristar Group** as the Exclusive Sponsor, which has long been committed to promoting sustainable practices in the energy and logistics sectors. **McDonald's UAE**, serving as the Strategic Sponsor, highlighted its dedication to sustainability through initiatives aimed at reducing waste and promoting responsible sourcing in the food industry. The Platinum Sponsors included **Al Sayer Group** and **Gulf Petrochemical Industries Company**, both of which actively support sustainability and corporate social responsibility initiatives in their operations.

A special thanks was extended to **Dubai Chambers** for the valuable support as the host, helping create a platform for meaningful dialogue among stakeholders. The forum achieved carbon neutrality through the efforts of **Farnek**, with **Burson** acting as the Official Communication Partner.

With a collaborative spirit and a focus on actionable insights, the forum successfully positioned itself as a leading platform for knowledge exchange and cooperation, fostering a united effort towards a sustainable and prosperous future for the MENA region.



Supporting the 17th cycle of Arabia CSR & Sustainability Awards

Emirates Environmental Group (EEG) was honoured to participate as the Environmental Partner for the 17th cycle of the Arabia CSR & Sustainability Awards, that took place on **10th October**. It is a distinguished platform created to recognise the leading sustainability efforts across the Middle East and North Africa. Held under the esteemed patronage of **H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al-Qasimi**, Chairman of the Department of Civil Aviation, Ras Al-Khaimah, UAE, the awards celebrated organisations from various industries that have made significant strides in promoting sustainability and social responsibility.

As the Environmental Partner, EEG played a vital role in ensuring the event adhered to the highest environmental standards, reflecting its commitment to waste reduction, resource conservation, and responsible environmental practices. A traditional practice of ensuring that the event was Carbon Neutral, was made possible through EEG's collaboration with Farnek which takes place since the inception of this awards in 2008, further underscoring the awards' dedication to minimising its environmental footprint.

The Arabia CSR & Sustainability Awards is known for its rigorous assessment of sustainability initiatives, and this year's cycle featured **122 applications** across **16 categories**, with participants representing **35 sectors** from **10 Arab countries**. EEG's role as the Environmental Partner strengthened the message that environmental responsibility should be at the heart of every business strategy, with an emphasis on sustainability-driven operations.

EEG congratulates all the award winners for their outstanding contributions to sustainability, and commends every organisation that participated in this cycle for their dedication to environmental stewardship. By partnering with the Arabia CSR Network, EEG continues to promote the importance of embedding environmental consciousness into core business practices and inspiring organisations to take further steps towards a more sustainable future.

EEG looks forward to continuing its role as a key partner in fostering sustainability initiatives across the region. Through partnerships like this, the way can be paved for a greener and more sustainable world.



EEG Chairperson Attends Dubai Holding's Investor Pitch Day

On **14th October**, the EEG Co-Founder & Chairperson participated in Dubai Holding's Innovate for Tomorrow Investor Pitch Day. This event showcased innovative startups and projects aimed at addressing significant global challenges through sustainability and technological innovation. The Innovate for Tomorrow Investor Pitch Day provided a platform for entrepreneurs and innovators to present their ideas to potential investors, promoting collaboration and investment in initiatives that align with Dubai's vision of becoming a global hub for innovation and sustainability. The event featured a diverse range of pitches across various sectors, including clean energy, waste management, and sustainable agriculture.

During the event, the EEG Co-Founder & Chairperson engaged with stakeholders, discussing the critical role of sustainable practices in driving economic growth and tackling environmental issues. She emphasized the importance of supporting innovative solutions that enhance sustainability and also contribute to the UAE's broader economic diversification efforts. The Investor Pitch Day offered valuable networking opportunities, allowing participants to establish connections and explore potential collaborations to boost sustainability efforts in the UAE. The engagement at the event underscored the significance of fostering innovation and investment in sustainable solutions to address global environmental challenges.

E-Waste Day 2024: Championing Responsible E-Waste Disposal

On **14th October**, EEG proudly hosted its annual E-Waste Day, a pivotal initiative within its waste management programme aimed at promoting responsible electronic waste disposal and recycling. This year, EEG members were invited to take part by dropping off their old and unused electronic devices, including mobile phones, laptops, and household appliances, directly at the EEG office. The event witnessed the enthusiastic participation of **16 number of participants**, who collectively collected **1,070 kg** of e-waste items.

The essence of E-Waste Day is in providing a convenient and effective solution for the community to responsibly dispose of their e-waste. This initiative serves as a vital reminder of the importance of recycling electronic materials, which can significantly reduce harmful environmental impacts associated with improper disposal.

The growing challenge of electronic waste poses serious risks to our planet, with toxic substances often leaching into the soil and water sources. By participating in E-Waste Day, EEG members took a crucial step towards mitigating these risks and contributing to a healthier, more sustainable environment.

EEG extends heartfelt gratitude to all participants who joined this collective effort to responsibly manage e-waste. Your actions are instrumental in addressing the pressing issue of electronic waste and reflect a commitment to sustainability that can inspire others to follow suit. Together, we can make a profound impact on our environment, fostering a cleaner, greener future for generations to come.



EEG and OneHive Global Join Forces to Protect Honeybee Population

On **20th October**, EEG and OneHive Global proudly adopted a beehive from the Dubai Chamber as part of their joint effort to preserve and protect the crucial local honeybee population in the UAE.

The event took place at the Dubai Chamber, where EEG's Co-Founder and Chairperson and her team were present to mark this collaborative effort. The event is supported by H.H. Engr. Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of OneHive Global, who has been a strong advocate for the importance of honeybees in maintaining ecological balance and food security.

OneHive Global is recognised as one of the largest honey producers in the region and is a leading voice in promoting the preservation and education surrounding the importance of honeybees. Their expertise and commitment to sustainable practices align perfectly with EEG's mission to enhance environmental conservation efforts. This collaboration accentuates the shared commitment of both organisations to advancing the broader national sustainability vision. By highlighting the critical role that honeybees play in biodiversity and food security, this initiative seeks to raise awareness about the need for collective action in protecting these essential pollinators.

As part of this initiative, EEG and OneHive Global aim to foster community engagement and encourage individuals and organisations to take action in preserving the honeybee population by adopting Bee-hives. Together, they look forward to working with various stakeholders to create a positive impact on the environment and the community.



Multi-Stakeholder Consultation on Advancing the SDGs

On **21st October**, EEG attended virtually the Multi-Stakeholder Consultation on Integrated Actions to Advance the Sustainable Development Goals (SDGs) & The Pact for the Future, organised by the United Nations Environment Programme (UNEP). This important event brought together a diverse group of stakeholders, including government officials, civil society leaders, and private sector innovators, all dedicated to accelerating the achievement of the SDGs.

Discussions highlighted the essential need for integrated actions that address environmental, social and economic dimensions. Participants emphasized that genuine progress towards the SDGs requires a collaborative approach that prioritises corporate social responsibility (CSR) alongside environmental stewardship.

The dialogue underscored the urgent need for businesses to engage in meaningful CSR initiatives to help tackle global challenges such as climate change, resource depletion, and social inequality. A key focus was on fostering partnerships that leverage the strengths of diverse stakeholders to drive innovative solutions and effectively mobilise resources.



Herriot-Watt Symposium on Packaging for Sustainability

On **21st October**, EEG proudly supported the Herriot-Watt & Dubai Humanitarian Symposium titled "Packaging for Sustainability". The EEG Co-founder and Chairperson was invited as a Guest Speaker in a session titled "**The Role of Packaging in our Economy: Challenges & Opportunities.**" This significant event gathered experts, industry leaders, and stakeholders to discuss the critical role of packaging in promoting sustainability.

The Chairperson addressed the multifaceted challenges and opportunities that packaging presents within the context of environmental sustainability. The discussion highlighted the pressing need for innovative packaging solutions that meet consumer demands and can minimise environmental impact. The Chairperson emphasised the importance of designing packaging materials that are recyclable, biodegradable and made from sustainable sources.

The dialogue also focused on the economic implications of sustainable packaging practices. By transitioning to environmentally friendly packaging, businesses can enhance their brand reputation while contributing to cost savings and efficiency improvements in the supply chain. The symposium consisted of a special session where 6 finalist teams from the Herriot-Watt University presented their innovative ideas to deal with the packaging challenges and highlighted the opportunities available, they answered a myriad of questions posed by the audience with confidence and sound knowledge.

Throughout the symposium, participants engaged in lively discussions, sharing insights and best practices on how to navigate the evolving landscape of packaging. The Chairperson's participation in the Herriot-Watt and Dubai Humanitarian Symposium reinforces EEG's commitment to promoting sustainability across all sectors, including packaging. By advocating for responsible packaging solutions, EEG continues to contribute to the broader goal of reducing waste and protecting the environment.



"Packaging Innovation: Influence on Environment & Health"

On **24th October**, EEG held its 5th and final panel discussion of the year at the Five Palm Jumeirah Hotel in Dubai, focusing on the urgent need for sustainable packaging solutions. Titled "**Packaging Innovation: Influence on Environment & Health**", the session highlighted the pressing demand for cost-effective and socially responsible packaging materials and their significant impact on both the environment and public health.

EEG Co-Founder and Chairperson, opened the discussion by emphasising the profound implications of our choices in packaging. She noted that innovations in this sector could either serve as a beacon of hope or contribute to further harm. The panel featured a diverse group of experts, including **Dr. Iman Ibrahim, Dr. Salam Al Sharif, Mr. Omar Jaber, and Mr. Miguel Garat**, each sharing unique insights into the complexities of packaging and its societal implications.

The discussion aimed to understand the environmental impact of packaging, explore breakthroughs focusing on sustainability and assess the effects on human health. Dr. Iman highlighted that 47% of plastic waste originates from packaging, stressing the urgent need for biodegradable solutions. Meanwhile, Dr. Al Sharif advocated for education at the household level regarding sustainable practices, emphasising that change must begin within families. Mr. Garat addressed the importance of transforming recycled plastics into modular building solutions, while Mr. Jaber underlined the necessity of collective efforts for meaningful progress. He highlighted that "We cannot accomplish anything alone. That's why we are here-to learn and to seek expertise from distant stakeholders. Everyone's collective efforts are essential".

The panel critically examined the packaging industry's transformative potential and the emerging policies needed to foster sustainability. Key questions included the industry's contribution to global emissions, the role of technology in innovative designs, and the collaborative actions required from various sectors. The session concluded with an interactive Q&A, fostering vital dialogue among participants. As EEG wraps up 2024 series of panel discussions, it reflects on a successful year filled with meaningful discussions, bringing its total to **215 sessions** since the inception of this particular programme in 1992.



IUCN SSC Leader's Meeting

On **25th October**, EEG attended the 5th IUCN Species Survival Commission (SSC) Leader's Meeting under the theme of "**Building Connections and Scaling Up Conservation Action**" held at Bab Al Qasr Hotel in Abu Dhabi. This prestigious gathering brought together conservation experts and leaders from various committees, subcommittees, specialist groups, and Red List Authorities from all over the world to discuss future strategies and initiatives in the global biodiversity conservation efforts.

The meeting, focused on key objectives to shape the next quadrennium (2025-2029), including building connections among SSC Leaders, assessing the effectiveness of the SSC's actions, and laying the groundwork for succession planning. The discussions revolved around scaling up conservation action for species globally, ensuring that the SSC remains a driving force in safeguarding biodiversity. A major highlight of the event was the preparation for the IUCN World Conservation Congress, which will be held in Abu Dhabi in October 2025. The Congress will serve as a platform for further discussions on advancing conservation efforts, making this Leader's Meeting a crucial stepping stone towards that goal. Participants exchanged insights on best practices in Red List assessments and species conservation action plans, with a clear focus on enhancing conservation outcomes on a global scale.

The SSC declaration, presented during the event, reaffirmed the commitment of IUCN SSC leaders to accelerating conservation actions to protect species. Emphasis was placed on fostering stronger collaborations and innovative approaches to counter biodiversity loss, which is increasingly threatening ecosystems worldwide. EEG's participation in this significant meeting reflects its dedication to promoting biodiversity conservation and collaborating with international stakeholders.



EEG's October Tree Planting Initiatives

In a powerful display of environmental stewardship, the Emirates Environmental Group completed two landmark tree planting initiatives in October that collectively underscore the organisation's unwavering commitment to sustainability and reforestation. These initiatives took place in collaboration with prominent partners such as Abu Dhabi Terminals, Innoventures, Shahama Municipality and the Environment & Protected Areas Authority (EPAA), highlighting the importance of multi-sectoral cooperation in addressing pressing environmental challenges.

On **25th October**, EEG, in partnership with Abu Dhabi Terminals and Al Shahama Municipality, successfully planted **501 trees**. This effort symbolised the continuing efforts towards combating climate change, reducing carbon emissions, and enhancing biodiversity in the UAE. The event highlighted the critical role of businesses in promoting corporate social responsibility (CSR) while emphasising the importance of protecting and expanding the region's green cover.

EEG continued its reforestation efforts on **28th October** with a larger-scale undertaking, planting **4,500 saplings of native trees** in partnership with Innoventures and the EPAA. This marked a significant stride in expanding the reach of EEG's national urban afforestation programmes known as "For Our Emirates We Plant". The sustainable green spaces and the restoring of ecological balance across the UAE helps to further contribute to global efforts in climate change mitigation and environmental conservation.

These tree planting events are part of EEG's ongoing mission to lead sustainable practices and foster a culture of environmental responsibility. Mrs. Habiba Al Mar'ashi, Co-founder and Chairperson of EEG, underscored the broader impact of such initiatives, stating, "Every tree planted today is a beacon of hope for future generations. It's not just about greening the landscape-it's about securing a sustainable tomorrow for our communities and our planet."

To date, including these two tree planting events, EEG has successfully planted a total of **2,135,601 indigenous trees**-a testament to its long-standing dedication to environmental conservation and reforestation. Together, these initiatives are expected to sequester substantial amounts of carbon dioxide, contributing to cleaner air and healthier ecosystems. They also align with the UAE's broader sustainability vision, reinforcing the nation's commitment to environmental resilience and climate action. They are a testament to the power of collaboration between the private sector, government bodies, and civil society in driving sustainable development.



GISD Alliance 6th Annual Meeting

On **28th & 29th October**, the EEG Co-Founder & Chairperson in her capacity as a member of GISD, participated virtually in the 6th Annual Board Meetings of the Global Investors for Sustainable Development (GISD) Alliance. This important meeting brought together leaders and experts from the financial sector to discuss essential strategies for unlocking private investment for sustainable development, particularly in preparation for the 4th International Conference on Financing for Development (FFD4) scheduled for 2025.

The meeting began with opening remarks from the Director of the Financing for Sustainable Development Office at UN DESA, who highlighted the significance of collaboration and innovative financing approaches. Special remarks from the GISD Alliance Co-Chairs provided updates on the Alliance's priorities and underscored the vital role of the private sector in achieving sustainable development goals.

A key highlight of the event was the discussion among GISD Alliance CEOs and deputies, where the EEG Co-Founder & Chairperson addressed the critical challenges of scaling private investment for sustainable development that the FFD4 needs to tackle. The conversation included viable solutions, potential new initiatives and commitments from GISD Alliance members, as well as ways in which the Alliance can contribute to the conference, including its involvement in the International Business Forum.

Updates from various work-streams showcased progress in enhancing private capital mobilisation and addressing local currency risks, illustrating both achievements and ongoing challenges. The hybrid session also enabled GISD Alliance CEOs and Strategy Group members to share insights on how the Alliance can support private investment and ensure that actionable policy recommendations are emphasized during intergovernmental negotiations. The participation of the EEG Co-Founder & Chairperson in this significant gathering reflects a strong commitment to promoting sustainable investment practices and fostering collaboration among stakeholders in the pursuit of a sustainable future.



CEBC-ANZ Joint Whitepaper Launch Event

The Emirates Environmental Group (EEG) was delighted to attend on **29th October** the Clean Energy Business Council (CEBC) & Advancing Net Zero Joint Whitepaper Launch event. This gathering provided an excellent platform for sharing knowledge and fostering discussions around critical topics in the realm of clean energy and sustainability.

During the event, attendees were presented with updates and in-depth discussions on two pivotal whitepapers:

- 1. Energy Efficiency in Existing Buildings in the United Arab Emirates: Towards Effective Policies & Regulations**
This paper addresses the urgent need for enhanced energy efficiency in the UAE's existing building stock, proposing actionable policies and regulations that can drive significant improvements in energy use.
- 2. Deep Retrofits to Net Zero: Challenges, Opportunities, and Guidelines - 2024**
This whitepaper explored the complexities of deep retrofits aimed at achieving net-zero emissions. It outlines both the challenges faced and the opportunities available, providing guidelines for stakeholders to implement effective retrofit strategies.



Road to Busan

EEG attended a couple of virtual "Road to Busan" series that focused on environmental issues and sustainable development, aiming to strengthen global environmental governance.

01. On **29th October**, EEG participated in a session titled "Prioritising Principles of Accountability, Transparency, and Justice in the Future Global Plastics Treaty." Co-organised by the Center for International Environmental Law (CIEL), the University of Edinburgh, the Global Center for Good Governance on Tobacco Control (GGTC), Action on Smoking and Health (ASH), and the Geneva Environment Network, this event is part of the Geneva Beat Plastic Pollution Dialogues within the Road to Busan series.

As negotiations over the Global Plastics Treaty approach their conclusion at the 5th Intergovernmental Negotiating Committee (INC-5) in Busan, this event focused on the critical need to embed accountability, transparency, and justice in the treaty. These principles are seen as vital for the success of the treaty's goal to end plastic pollution, ensuring that the agreement equitably distributes costs and responsibilities and includes the meaningful participation of all stakeholders.

The panel discussions highlighted several key issues, including the risks of undue economic or political influence on the treaty negotiations. Participants underscored the need for procedures that safeguard against conflicts of interest and ensure the voices of civil society and rights-holders, particularly those most affected by plastic pollution, are heard and considered in the decision-making process.

02. On **30th October**, EEG attended the 2nd event titled "Champions of Change - Business Leaders for Plastic Production Reduction," which marked the launch of a pivotal global initiative led by Greenpeace, Break Free from Plastic, and the Plastic Pollution Coalition. This event is a key part of the "Road to Busan" series, setting the stage for the forthcoming negotiations on a legally binding Global Plastics Treaty in Busan - Korea, in November.

The initiative aims to empower businesses to leverage their influence in the push for a strong Global Plastics Treaty that will significantly reduce plastic production. With over 250 companies already backing this cause, the objective is to demonstrate that curbing plastic production can be achieved without compromising business growth or sustainability.

During the session, representatives from global brands such as Lush Cosmetics and the European Reuse Alliance (new ERA) showcased how businesses can actively contribute to reducing virgin plastic production. The discussion also highlighted the economic ramifications of unchecked plastic production.

Data presented at the event emphasised that if the treaty does not address the production and supply of virgin plastic, it could seriously undermine the development of a circular economy. Subsidies and an oversupply of oil and gas have resulted in consistently low prices for virgin plastic, creating a market imbalance that weakens the competitiveness of reuse, refill, and repair systems-solutions that are crucial for reducing emissions and plastic dependency.

The event stressed the importance of globally binding obligations to reduce plastic production, underscoring that without such measures, sustainable alternatives will struggle to scale effectively. The business leaders present called for urgent collective action from both the private sector and governments to ensure a healthy economic landscape while tackling the plastic crisis.



The Sustainable Coastal Development MENA Forum 2024

On **30th October**, EEG participated in the Sustainable Coastal Development MENA Forum 2024, hosted by AD Ports Group at the Le Méridien Dubai Hotel & Conference Centre, Dubai - UAE. This pivotal event brought together regional leaders, environmental experts, and industry stakeholders to discuss the future of coastal development in the Middle East and North Africa (MENA) region, focusing on sustainability and environmental resilience.

The forum addressed the urgent need for sustainable approaches to coastal development as urbanisation and industrial growth in the MENA region continue to pose significant challenges to fragile marine ecosystems. The event highlighted innovative solutions and strategies for preserving coastal areas while promoting economic development.

EEG's participation in the forum underscores its long-standing commitment to environmental conservation, with a particular focus on protecting coastal ecosystems from degradation. EEG continues to advocate for development practices that balance economic growth with environmental sustainability, aligning with the UAE's broader vision of sustainable development.

The discussions during the forum covered key topics such as climate resilience, coastal habitat restoration, pollution control, and the integration of sustainability into infrastructure projects. The AD Ports Group demonstrated its leadership in sustainable maritime development, presenting case studies and initiatives aimed at safeguarding coastal environments.

By participating in this forum, EEG strengthens its role as a leading voice in environmental advocacy and sustainability in the UAE. The organisation remains dedicated to fostering collaboration between the public and private sectors to ensure the long-term protection of the region's coastal ecosystems.



Join EEG’s One Root One Communitree: Make a Lasting Impact!

EEG is calling on all community members, families and organisations to be part of our transformative initiative, the Phase 2 of the “One Root One Communitree”. This campaign is more than collecting recyclable material and getting an opportunity to plant a native tree; it’s an opportunity to actively contribute to the conservation of resources and helping create a greener, healthier planet as well as fostering a sense of community and environmental stewardship.

Registration is still open and will close on **24th November 2024**. By participating, you will support reforestation efforts and also reinforce your commitment to sustainability and corporate social responsibility (CSR). Let’s come together to create a legacy of environmental consciousness and inspire others to take action! Don’t miss this chance to make a real difference. Sign up today and be a part of the movement towards a sustainable future! [CLICK HERE](#)

Upcoming Events

EEG invites you to participate in our upcoming programmes aimed at fostering sustainability and environmental awareness in the UAE. Your involvement can make a significant difference in our efforts to promote a greener future.

Can Collection Drive

Mark your calendars on **9th November!** Participate in our ‘Can Collection Drive’, where we will unite to collect and recycle cans from all over the UAE, reinforcing the vital importance of waste management and segregation of recyclable waste at source. Your involvement can spark a ripple effect, encouraging others to adopt responsible recycling practices. Let’s transform waste into resources and pave the way for a cleaner, greener UAE!

Click here to Register: [CLICK HERE](#)

Clean UAE

From **5th to 14th December**, take part in Clean UAE, our nationwide initiative dedicated to preserving the beauty of our beloved country. Gather your friends, family, and colleagues to roll up your sleeves and engage in this impactful effort to protect the natural beauty of our beloved country. Together, we will make a visible difference in our communities, demonstrating the power of collective action and inspiring others to protect our environment.

Click here to Register: [CLICK HERE](#)

Green December

Join us for Green December, from **1st to 24th December**, as we celebrate sustainability through a series of engaging eco-friendly activities. This festive season, let’s embrace the spirit of giving back to our planet. By participating in these initiatives, you’ll be contributing to a healthier environment and you will also be inspiring others to adopt sustainable practices during this crucial time.

Don’t miss this opportunity to be a part of something bigger. Your participation is key to driving change in our communities and beyond. Together, we can create a lasting legacy for future generations, proving that every action counts in the fight for a sustainable future.

Member News

EEG MEMBERS’ UPDATE

2 renewed corporate members, new individual member & renewed associate member in the month of October 2024

Corporate Membership

Bertling Logistics LLC	Renewal
AG PCS Switchover Manufacturing LLC	Renewal

Individual Membership

Barbara Macchion	New
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Associate Membership

Berkeley Services UAE LLC	Renewal
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UNEP NEWS

Restoring Land and Hope in Sub-Saharan Africa through Forest Gardens

Across Sub-Saharan Africa, communities are adopting an innovative and sustainable approach to land restoration: forest gardens. This powerful agroforestry method is regenerating degraded landscapes and also bringing renewed hope and livelihood opportunities to millions in the region. As environmental challenges such as deforestation and climate change threaten traditional farming practices, forest gardens are emerging as a beacon of resilience.

Forest gardens are densely planted, biodiverse ecosystems where trees, shrubs, and vegetables grow together, mimicking natural forests. This method revitalises soil health, prevents erosion, and increases biodiversity. Unlike monoculture farming, forest gardens enhance ecosystem services, supporting both the environment and local communities. By encouraging the growth of multiple crop species, these gardens provide year-round food security and income streams, offering a lifeline to farmers grappling with degraded land and unreliable harvests.

A notable example of the success of forest gardens can be seen in countries like Kenya, where farmers are transforming barren lands into productive ecosystems. This approach also improves water retention in the soil, allowing crops to thrive in drought-prone regions. It presents a sustainable solution to both environmental degradation and poverty.

The United Nations Environment Programme (UNEP) underscores that forest gardens are key tools in achieving several of the UN's Sustainable Development Goals (SDGs), particularly those related to zero hunger, climate action, and life on land.

Crucially, forest gardens empower local communities by promoting self-sufficiency. Farmers receive training in sustainable land management practices, enabling them to reclaim their lands and secure their livelihoods. As they transition from dependence on external aid to cultivating their own food, they build long-term resilience against environmental and economic challenges.

The impact of forest gardens in Sub-Saharan Africa demonstrates the power of nature-based solutions in addressing both environmental and socio-economic issues. As these projects continue to expand, they offer a pathway towards sustainable land use, climate adaptation, and the restoration of hope in communities facing some of the world's most pressing challenges.

For more details, you can read the full article on the UNEP website: [CLICK HERE](#)



UNCCD NEWS

Women at the Forefront of Combating Drought

As climate change intensifies and the threat of droughts becomes more severe, women are stepping up as pivotal players in the fight against land degradation and water scarcity. Across the globe, and particularly in drought-prone regions, women are taking leading roles in local communities, spearheading initiatives that mitigate the impacts of drought and protect vital ecosystems.

According to the UNCCD, women, especially those in rural areas, bear the brunt of drought's effects. Their responsibilities in fetching water, gathering food, and managing households make them more vulnerable to the consequences of drought, but they are also uniquely positioned to develop solutions. Women's knowledge of sustainable land management practices, coupled with their critical role in agriculture, puts them at the forefront of innovative, nature-based solutions to drought and desertification.

In countries like Niger and Ethiopia, women are transforming barren landscapes through community-led initiatives that improve soil health and enhance water conservation. By adopting techniques such as rainwater harvesting, agroforestry, and the planting of drought-resistant crops, these women-led programmes are revitalising land and also ensuring food security for their communities. These initiatives, often developed in collaboration with local and international organisations, are proving to be resilient solutions to one of the most pressing environmental challenges of our time.

Despite these contributions, women often face barriers to accessing land, financial resources, and decision-making platforms. The UNCCD is calling for greater inclusion of women in policy-making processes related to land use and drought management. Empowering women with the tools and resources they need to lead sustainable land practices is critical in advancing global efforts to combat desertification and drought.

The international community is increasingly recognising the central role women play in addressing environmental challenges. In 2022, the Drought Initiative under the UNCCD highlighted women's achievements and stressed the importance of gender-responsive approaches to land management and climate adaptation. This growing recognition is paving the way for more inclusive policies that acknowledge and support women's contributions in combating drought.

For more details, you can read the full article on the UNCCD website: [CLICK HERE](#)



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

- » Reduction of 377 (MTCO₂e) GHG
- » Saving of 2,887 Million BTU of Energy
- » Saving of 853 m³ of Landfill Space
- » Saving of 1,716 Trees from being felled
- » Saving of 1,433 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In October 2024, EEG successfully collected 88,046 kg of paper from 219 participating entities, marking a 22% decrease compared to the previous month. We sincerely thank the community for their active participation and encourage everyone to continue their environmental efforts as we progress through the year and help us achieve our targets with ongoing initiatives and projects.	Verger Delporte	4,950	Harshil Sarraf	610
	Al Ain Distribution Company	3,406	Huda Hussain	587
	Jumeirah Emirates Tower	3,335	Sultan Ali Alzaabi	577
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In October 2024, EEG collected 738 kg of aluminium cans for recycling from 25 participating entities, reflecting a 40% decrease compared to September. We encourage the community to continue supporting us by collecting and depositing their aluminium cans, helping us reach this year's target of 31,800 kg.	25Hours Hotel Dubai One Central	314	Trisha Nikhilkumar Sayani	32
	The Cove Rotana Ras Al khaimah	177	Veda Kapur	16
	Roda Amwaj Suites Hotel & Apartments	50	Aisha Faisal	13
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In October 2024, EEG collected 12,049 kg of plastic from 138 participating entities, marking a 9% increase from the previous month. We urge the community to follow this positive trend and continue their efforts in diverting this waste from our lands and oceans, supporting a cleaner and more sustainable environment.	Abela & Co	1,550	Ali Darwish Mubarak Salim Alzaabi	788
	Wasl	964	Mouza Al Shehhi	105
	Flora Inn Hotel	398	Fatima Abdullah Mohammed Al Dhanhani	70
TONER COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In October 2024, EEG collected a total of 1,472 toner cartridges from 13 participating entities, reflecting a 98% increase compared to the previous month. This demonstrates the significant impact a small number of entities can have in the circular economy. We encourage more participants to join us, increasing the quantity of toner cartridges collected and diverted from landfills.	Crown Emirates	126	Pavan Jolly Pratheesh	1,250
	Dubai Central Laboratory	50	-	-
	Verger Delporte	18	-	-
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In October 2024, EEG collected 267 mobile phones from 12 participating entities, marking a 36% increase compared to the previous month. We encourage our members and participants to continue collecting and depositing their old mobile phones, helping us address the growing waste generated by increasing digital connectivity. Let's work together to conserve precious resources by channeling these materials into recycling streams.	Ministry of Climate Change and Environment	127	-	-
	The Cove Rotana Ras Al khaimah	53		
	Savoy Crest	20		
GLASS COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In October 2024, EEG successfully collected 17,682 kg of glass bottles from 69 participating entities, marking a 18% increase from the previous month. This is the second-highest collection of the year. Let's continue working together to boost these numbers and maintain this positive trend throughout the year.	Dubai World Trade Centre	4,450	Mariah Mubarak	371
	25Hours Hotel Dubai One Central	1,970	Prasanna Adithya	178
	Mercure Hotel Suites & Apartments	1,600	Neal Monteiro	91
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In October 2024, EEG collected 2,028 kg of e-waste for recycling from 26 participating entities, reflecting a 53% increase compared to September. As e-waste generation continues to rise both nationally and globally, it is imperative that we divert it from landfills. Join us in taking positive action in the coming months to ensure the effectiveness of our e-waste collection efforts.	IQVIA	604	Dev Pradeep	63
	The Cove Rotana Ras Al khaimah	331	Sara Javed	51
	Ali & Sons	280	Madiha Javed	50
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In October 2024, EEG collected 1,039 kg of scrap metal from 33 participating entities, reflecting a 84% increase from the previous month. Improper disposal of metals can lead to significant greenhouse gas emissions, making it essential to manage them correctly. Collecting scrap metal provides a valuable source of raw materials that can be utilized across various sectors. Join us in this crucial campaign by depositing old iron, stainless steel, copper, and other common yet important metals.	Marco Polo Hotel	150	Afra Ali Alzaabi	294
	Dubai Emerald Lions Club	46	Fateem Ali Alzaabi	110
	IQVIA	31	Irene Mariam Sunu	30

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.

