

EEG CORP NEWS

Together for a Better Environment[®]



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



December 2024
Issue 12



اليوم الوطني
NATIONAL DAY
UNITED ARAB EMIRATES
الامارات العربية المتحدة

أتمنى لكم عيد إتحاد سعيد
WISHING YOU A BLESSED EID AL ETIHAD

Upcoming Events

RECYCLABLES	INDIVIDUAL TARGET	COMPANIES & ACADEMIA TARGET
Paper	500 Kg	1,200 Kg
E-waste	100 Kg	300 Kg
Glass	75 Kg	200 Kg
Plastic	50 Kg	100 Kg
Aluminium Cans	30 Kg	50 Kg
Mobile Phones	50 Pcs	75 Pcs
Toner Cartridges	50 Pcs	100 Pcs

Click on the issue

Chairperson's Note	2
EEG News	3
Upcoming Events & Member News	10
UN News	11
Waste Management Report	12

Reach Out to EEG for More Details



BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 68, Jumeirah 1, Between old
Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or
email eeg@emirates.net.ae - www.eeg-uae.org



EDITORIAL TEAM:

Habiba Al Mar'ashi, Rose Ann Quiambao,
Mariella Gaspar, Bayan Al Maali,
Jipson Joy
DESIGNED BY:
Fazmi Zakam



Habiba Al Mar'ashi

Dear members and supporters,

As we approach the final stretch of 2024, it is both awe-inspiring and humbling to reflect on how quickly this year has passed. The days, weeks, and months have flown by, yet when we take a moment to pause, to look back at all that we have accomplished together as Emirates Environmental Group (EEG) with our wide network of members and strategic partners, it becomes abundantly clear: this year has been one of extraordinary momentum, growth and collective achievement. In the face of rapidly evolving environmental challenges, we have proven, time and again, that with determination, collaboration and innovation, we can push forward and rise to meet those challenges head-on.

The month of November has been especially remarkable, as it has highlighted the transformative impact of what we can achieve when we come together with purpose, commitment, and a shared vision for a sustainable future. The month has also been beautifully infused with culturally diverse events, some private and some open to the public. These gatherings have provided enriching experiences and have also offered "food for the soul," bringing communities together and celebrating our collective commitment to sustainability.

One of the most notable events was my participation at the World Urban Forum in Cairo, which took place from **5th to 7th November**. As one of the world's leading global platforms for urban dialogue, the forum brought together thought leaders, policymakers, and change-makers to discuss the future of cities and urbanisation in the context of sustainability. At both EEG and EmiratesGBC which I also co-founded and serve as a Vice Chair and Treasurer, we continue to be strong advocates for green cities, sustainable urban planning, and smart infrastructure-recognising that the future of our planet depends on the choices we make today when it comes to how we build, develop, and sustain the communities we live in.

On **9th November**, we celebrated a significant achievement in our journey towards waste reduction and circularity with the Can Collection Drive. EEG has been at the forefront of this movement for 28 years, and this year's drive was nothing short of extraordinary. We proudly held the campaign all over the UAE, collecting a record-breaking **13,988 kg of aluminium cans**-the highest amount ever gathered in a single day since the inception of the drive in 1997. On **20th November**, I had the privilege of attending the Dubai Supreme Council of Energy's Circular Economy Strategy Lab organised in association with the SEE institute. This event was a powerful reminder of the growing importance of the circular economy as we transition towards more sustainable models of consumption and production.

On **21st November**, I had the honour of attending two significant events that truly captured the essence of collaboration and empowerment in advancing sustainability. The first was the 50th Anniversary of the Dubai Women's Association, held under the esteemed patronage of Her Highness Sheikhha Fatima bint Mubarak. This celebration was a poignant reminder of the critical role women play in driving sustainable development and championing environmental causes. The second event that day was the 112th Board Meeting of the World Packaging Organisation. The discussions held during this meeting further reinforced the idea that sustainable packaging solutions are essential to reducing waste, conserving resources, and ensuring the longevity of our planet's ecosystems.

We also marked an important milestone in the empowerment of the next generation during the Inter-College Environmental Public Speaking Competition held from **25th to 28th November**. The competition gave these young leaders a platform to voice their concerns and also reminded all of us of the critical importance of providing youth with the tools, knowledge, platform and inspiration to continue the fight for a sustainable future. The urgency with which they spoke echoed the reality that we must act now-before it is too late.

In addition to these impactful events, EEG continued to take action towards environmental restoration. This month alone, we organised and planted 3 separate tree planting activities in collaboration with Design Infinity, Ducab and Aster, with a total of 3,100 trees planted/ This brings the total since the inception of "For our Emirates We Plant" programme to 2,137,601, further solidifying our commitment to reforestation and restoring our natural ecosystems. Our national tree planting initiatives align perfectly with the recently announced "Plant the Emirates" initiative by the Government of the UAE, both of which are dedicated to enriching our natural environment for future generations.

This month, I had the privilege of serving on the jury panels for two prestigious awards. The first, the Plan to Action: Year of Sustainability's Seal, evaluates participants based on the impact of their sustainability initiatives, innovation, community engagement, and alignment with the Year of Sustainability 2024 focus areas. The second, the Worldstar 2025 Award, recognises excellence in packaging innovation and sustainability, focusing on reducing waste, enhancing product safety, and improving consumer experience. Watch out for the next newsletter issue, where we'll share details once the final winners are announced.

Moreover, EEG has continued to engage in critical discussions and learning opportunities, participating in Train to Busan webinars and CPR Subcommittee meetings organised by UNEP to stay at the cutting edge of environmental practices and policies. It is vital that we continue to learn, evolve, and grow if we are to stay ahead of the challenges that climate change presents. Our ongoing participation in such platforms ensures that we are not only part of the conversation but are leading it.

Finally, we were deeply honoured to receive the Partnership Award from the Abu Dhabi City Municipality on **28th November**, recognising the importance of community involvement in building a more sustainable society. This award is a testament to the power of collaboration and reinforces the idea that together, we can make a difference-no matter how big or small the action. You can read more about our November engagements inside this newsletter.

As we draw closer to the end of this incredible year, I want to take a moment to express my deepest gratitude to each and every one of you. It is because of your unwavering dedication, your passion, and your belief in our mission that we have achieved all that we have. But the road ahead is long, and the challenges we face are far from over.

Together, we will continue to make a difference.

Thank you.



Road to Busan Series

During the month of November EEG participated in several virtual meetings in the “Road to Busan” discussions

01. On **6th November**, EEG participated in the Road to Busan launch and panel discussion, focusing on the analysis of governments' authority to mitigate Micro and Nano plastic releases. The event brought together experts, policymakers and environmental advocates to explore the various challenges and opportunities in regulating Micro and Nano plastics.



02. On **7th November**, EEG participated in another session titled '**Plastics Treaty Talks: Designing an Effective Treaty**'. This important session focused on advancing the discussions surrounding the development of a global plastics treaty aimed at addressing the growing plastic pollution crisis.



03. On **12th November**, EEG participated in '**Behind the Plastic Curtain**' event, an integral part of the ongoing global discussions aimed at addressing the plastic pollution crisis. This session was designed to provide an in-depth look at the global plastics issue, its far-reaching impacts, and the crucial role of international collaboration in tackling this environmental challenge.



04. On **14th November**, EEG participated in 'Strengthening the Health Aspects of the Future Plastics Treaty' event. This important session focused on the critical intersection of plastic pollution and public health, addressing the need for stronger health-related provisions within the upcoming global plastics treaty.

Committee of Permanent Representatives (CPR) Meetings

In November, EEG participated in a total of 3 CPR meetings, they were:

01. On **5th November**, EEG participated virtually in the Committee of Permanent Representatives (CPR) Subcommittee meeting. The meeting, chaired by H. E. Ambassador of the Hashemite Kingdom of Jordan to Kenya and Permanent Representative to the United Nations Environment Programme (UNEP), focused on critical environmental policy discussions and the review of draft recommendations for the upcoming CPR quarterly meeting.

02. On **14th November**, EEG also participated in another virtual subcommittee meeting of the Committee of Permanent Representatives, which was chaired by the Vice Chair of CPR and Ambassador of France to Kenya. The meeting focused on key thematic programmes under the United Nations Environment Programme (UNEP), addressing critical environmental issues and strategic planning for future actions. One of the key agenda items was the review of UNEP's thematic programmes, aimed at aligning global environmental policies with sustainable development goals.

03. On **19th November**, EEG participated in a 3rd virtual subcommittee meeting of the Committee of Permanent Representatives (CPR), chaired by the Vice Chair of the CPR and Ambassador of the Czech Republic to Kenya. This meeting focused on several key thematic programmes, data strategies, and international collaborations aimed at enhancing sustainability through digital innovation and global data sharing. One of the key agenda items was the Review of UNEP's Thematic Programmes, which included a presentation on the “Digital Transformations” programme. This programme aims to leverage digital tools and innovations to monitor environmental trends, track global commitments and drive sustainability across markets, supply chains and consumer behaviour.

World Urban Forum

From **5th to 7th November 2024**, the EEG Co-Founder and Chairperson attended and spoke at the prestigious World Urban Forum (WUF) in Cairo. In her capacity as Co-Founder, Vice Chair and Treasurer of the Emirates Green Building Council (EGBC) and as a Vice Chair of the World Green Building Council (WorldGBC), her participation underscored commitment to advancing sustainability, environmental leadership, and green building initiatives globally.



On **5th November**, the opening day of the forum, the EEG Co-Founder and Chairperson engaged with sustainability leaders at an exclusive event hosted by WorldGBC and the Egypt Green Building Council. This distinguished gathering brought together top figures from MENA and Africa, united in their dedication to creating a resilient, zero-carbon built environment. The event explored critical topics such as finance, technical solutions, and the cultural pillars required to drive this transformation.

Later in the day, she sat in a fireside chat titled “**Leadership in Action: From Individual to Collective Efforts Driving Change in MENA**” where she shared insights on how to transform personal leadership into a collective movement for sustainability across the region, overcoming cultural and gender-based challenges and building coalitions. The session highlighted the importance of resilient leadership and collaboration across sectors to achieve sustainable urban development in MENA.

On **6th November**, she joined a select group of MENA GBC's aboard the WorldGBC Dinner Cruise on the Nile. This event offered a unique opportunity for informal networking, where attendees discussed emerging sustainability trends, shared success stories, and explored potential collaborations to accelerate the region's transition to a zero-carbon future.

On **7th November**, the EEG Co-Founder and Chairperson participated in the “**Pathways to Net Zero**” session, co-organised by **WorldGBC** and **OECD**, where she took part in a panel discussion titled **Best Practices in Action**. Later in the day she attended virtually the **WorldGBC Board Meeting**, where she engaged with fellow board members to discuss global strategies for accelerating green building initiatives, advancing sustainable practices, and furthering the mission of the World Green Building Council across the globe.



EEG Hosts Job Shadowing Experience for the Students of the American University of Sharjah

On **6th November**, EEG had the pleasure of hosting 10 students from the American University of Sharjah (AUS) for a one-day job shadowing experience at the EEG office. This initiative provided the students with a unique opportunity to gain real-world insights into environmental advocacy and sustainability practices, offering a valuable learning experience for both the students and the EEG team.



The students, who are currently pursuing various degrees at AUS, were able to engage with EEG's team and learn about EEG's ongoing environmental initiatives. They gained practical knowledge of the day-to-day operations of a leading environmental NGO, including interactive sessions, and discussions on sustainability challenges.

Throughout the day, the students had the chance to ask questions and learn firsthand about the diverse aspects of environmental work. They were introduced to EEG's role in promoting sustainability across the UAE and how strategic partnerships, community engagement, and advocacy efforts contribute to the success of our initiatives.

This job shadowing experience forms part of EEG's ongoing commitment to educating and developing the next generation of environmental leaders. By offering students exposure to real-world practices, we aim to inspire them and equip them with the knowledge and skills needed to pursue careers in sustainability and environmental conservation. It was a rewarding experience for everyone involved, and we look forward to hosting more students from our academic members in the future, continuing to foster connections between academia and the professional world of environmental advocacy.

Fujairah Hospital's 2nd Sustainability Forum

EEG attended the 2nd Sustainability Forum, titled "**Say and Do**," organised by Fujairah Hospital at the DoubleTree by Hilton Hotel on **7th November**. The forum opened with a speech from the Director of Fujairah Hospital, who welcomed the attendees and highlighted the role of the Emirates Health Services Corporation in advancing sustainability within the health sector through environmental awareness and the implementation of sustainable health solutions.

The 1st session featured a presentation on sustainability projects carried out by Fujairah Hospital, as well as an overview of the Global Health Impact (GHI) standards and their role in enhancing sustainability in healthcare institutions. It focused on the significance of sustainability in the health sector, stressing the importance of environmental certifications and the need for cooperation and partnerships to achieve sustainability goals.

In the 2nd session, the discussion revolved around the future of sustainability, including the critical role of publishing sustainability reports within institutions and the need for skilled professionals to drive sustainability initiatives. The session also highlighted the "Hasantak" project, which aims to enhance safety and reduce carbon emissions. Further discussions touched on the role of innovation in government work, as well as the impact of climate change and disaster management on the health sector.

Each dialogue session concluded with a Q&A segment, and the forum concluded with a ceremony to honour participants for their contributions to promoting sustainability in the health sector.

The 28th Cycle of the Can Collection Drive

EEG successfully concluded its 28th cycle of the "Can Collection Drive" (CCD), held on **9th November** across the UAE. Launched in 1997, the CCD is EEG's flagship programme to engage all sectors of society in hands-on recycling activities, promoting sustainable practices nationwide.

Under the theme "With a 'Can Do' Attitude, the Future is in Our Hands", the drive raised awareness about waste segregation and the importance of recycling aluminium cans. This drive saw enthusiastic participation, particularly from the hospitality sector, catering companies, and labour camps. EEG successfully collected **13,988 kg** of aluminium cans, the highest amount ever gathered in a single day.

The environmental impact of the Can Collection Campaign in 2024 till date is significant, with **210 metric tonnes** of CO₂e mitigated, **340 m³** of landfill space saved, and **3,183 million BTU** of energy conserved. Till end of November 2024, EEG has succeeded in collecting a total of **30,442 kg** of cans, achieving **95.7%** of its target of **31,800 kg** for the whole year.

EEG's co-founder and Chairperson, Mrs. Habiba Al Marashi, expressed her delight, noting, "This campaign aligns with global sustainability goals and aims to educate the community on the importance of conservation of resources, reduction of waste ending in landfills and recycling. Transforming our recycling practices is essential to achieving Net-Zero by 2050."

The drive encouraged participation from the private sector particularly the hospitality and catering companies, academic institutions, and the community at large, with designated collection points set up across the UAE. EEG worked alongside local authorities and recycling companies to ensure efficient processing of collected cans.

EEG's co-founder and Chairperson added, "By recycling today, we help create a more resilient ecosystem for future generations. We extend our thanks and gratitude to all participants, volunteers and sponsors, including Dubai Municipality, McDonald's UAE, RAK Ceramics, Tristar Group, Lucky Recycling, and Arabia CSR Network, for their invaluable support in making the 2024 drive a success.

Together, we can continue to foster sustainability, reduce our carbon footprint and work towards a cleaner, greener future for the UAE.



EEG's November Tree Planting Initiatives: A Step Towards a Greener Future

Emirates Environmental Group (EEG) continued in November its steadfast commitment to increase the sustainable green spaces in the country with three impactful tree planting events held across the UAE. These events underscore the growing momentum toward environmental conservation and help to highlight the collective responsibility of corporate partners, government leadership, and NGOs in shaping a sustainable future.

The three tree planting initiatives were part of a larger, unified movement toward urban afforestation in the UAE. Each effort perfectly aligns with the national initiative led by the **Ministry of Climate Change and Environment (MOCCA)**, "Plant the Emirates", as well as EEG's "**For Our Emirates We Plant**" (FOEWP) programme that it rolled out in 2007.

On **11th November**, EEG partnered with Design Infinity, a valued corporate member, to plant **100 trees** in their own premises. This event marked a key milestone in enhancing local greenery while also promoting environmental responsibility. Design Infinity's commitment to sustainability is a natural extension of EEG's values, and their participation served as a reminder of the vital role that businesses play in fostering a greener environment.

The following week, on **18th & 19th November**, Ducab, an active EEG corporate member and one of the UAE's leading cable manufacturers supported by EEG, planted a remarkable **1,000 saplings of native trees** in their HQ both in Dubai and Abu Dhabi in collaboration with MOCCA. This was part of the national "Plant the Emirates" campaign, launched by the **Ministry of Climate Change and Environment (MOCCA)**. As a key national programme, "Plant the Emirates" aims to significantly enhance the UAE's green spaces and support urban afforestation efforts nationwide.

The final tree planting event of the month took place on **24th November**, EEG organised this special tree planting activity for Aster under the patronage of **H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi**. The activity resulted in the planting of **1,000 trees** in South of Ras Al Khaimah. The involvement of H.H. Sheikh Salem further emphasizes the importance of collective leadership in addressing climate change and promoting sustainability.

The active participation of corporate partners such as Design Infinity, Ducab and Aster exemplifies the importance of shared responsibility in building a sustainable future. EEG's strategy in partnering with private sector entities is playing an integral role in furthering the UAE's green ambitions. These collective efforts have resulted in the planting of millions of trees across the UAE, contributing to the nation's ongoing commitment to combating climate change, improving air quality, and fostering a greener, more resilient environment. Since the programme's inception in 2007, a total of **2,137,601 indigenous trees** have been pledged and planted, resulting in a collective reduction of **12,604.79 metric tons** of CO₂ emissions annually. The trees planted during the month of November have contributed to the beautification of the local areas and to the UAE's ambitious 2050 Net-Zero targets.



Berkeley's 40th Anniversary Celebration

EEG co-founder and Chairperson, Mrs. Habiba Al Mar'ashi, attend the 40th Anniversary Celebration of Berkeley, held at the prestigious Burj Al Arab on **13th November**. As an EEG associate member, Berkeley's milestone event brought together influential leaders from various sectors to celebrate the company's four decades of success and its ongoing commitment to excellence and sustainability.

Mrs. Habiba's presence at the event highlighted EEG's strong relationship with Berkeley and their shared commitment to advancing sustainability in the region. During the celebration, the focus was on how organisations can integrate sustainable practices into their operations, a theme that resonates with EEG's core mission of promoting environmental stewardship and corporate responsibility.

In her address, she commended Berkeley for its efforts to incorporate sustainability into its business model, which aligns with EEG's objectives of encouraging organisations to actively engage in protecting the environment. She expressed her admiration for Berkeley's achievements over the past 40 years and reaffirmed EEG's ongoing dedication to collaborating with forward-thinking organisations in the pursuit of a greener future.

"We are proud to stand alongside Berkeley as they celebrate this significant milestone," said Mrs. Al Mar'ashi. "As an EEG associate member, Berkeley has consistently demonstrated a commitment to sustainability that aligns with our mission. Together, we continue to work towards a future where businesses not only thrive but also contribute positively to the environment and the communities they serve." EEG looks forward to continuing its collaboration with Berkeley and other like-minded organisations in the private sector to advance sustainable practices across industries and contribute to the UAE's environmental goals. The event served as a reminder of the collective responsibility to build a more sustainable future for generations to come.



Career Counselors Day at American University of Sharjah

EEG attended the Career Counselors Day hosted by American University of Sharjah (AUS), an academic member of EEG, on **14th November**. The event brought together career counsellors, educators, and industry professionals to discuss the evolving landscape of career guidance in an era of rapid technological advancements.

A key highlight of the event was the panel discussion on "**Preparing Students for Future Careers in the Age of AI and Innovation**," which explored how educational institutions can best prepare students for the future workforce, with a focus on emerging technologies like artificial intelligence (AI) and innovation. The panelists addressed the need for students to develop skills that will help them thrive in a constantly evolving job market, while also considering the growing importance of sustainability in a variety of industries.

EEG's attendance at this event allowed for meaningful discussions about the role of sustainability within the evolving career landscape. It reinforced the importance of integrating environmental stewardship into education and career guidance, ensuring that students are equipped with knowledge and skills needed to tackle future challenges, including those related to climate change and sustainability.



SFS Programme's Multi-Stakeholder Advisory Committee Engagement

On **14th November**, EEG attended virtually the Multi-Stakeholder Advisory Committee (MAC) – Interest Group on Private Sector Engagement, organised as part of the Sustainable Food Systems (SFS) Programme under the umbrella of UNEP. This session brought together key stakeholders from various sectors to explore how the private sector can play a more significant role in advancing sustainable food systems.

The discussions focused on the role of businesses in supporting the transition towards more sustainable food systems, addressing challenges such as resource inefficiencies, food waste and environmental impacts associated with current agricultural and food production practices.

Key topics covered during the session included the integration of sustainability practices into supply chains, the importance of corporate responsibility in food production and consumption, and the potential for innovation to drive more sustainable practices in the food industry. The session also examined how private sector actors can align their strategies with global sustainability frameworks, including the United Nations Sustainable Development Goals (SDGs).

EEG's participation in this multi-stakeholder advisory committee highlights its commitment to engaging in discussions that promote sustainability across various sectors. We continue to advocate for environmental stewardship and recognise the critical role that the private sector plays in achieving global sustainability goals, particularly in areas like food systems that are key to both environmental health and human well-being.

UNEP Webinar on Measuring Environmental Benefits from Ecolabels

On **14th November**, EEG joined a webinar on the "**Measuring Environmental Benefits from Ecolabels**" organised by the United Nations Environment Programme (UNEP) through the Eco-Advance Project and the Consumer Information Programme. The webinar explored innovative methodologies for assessing and communicating the environmental impact of ecolabels, offering insights into how these labels contribute to sustainable consumption and production patterns worldwide.



Ecolabels have become a critical tool in guiding consumer choices towards more environmentally responsible products and services. Throughout the session, industry experts and ecolabel leaders presented real-world case studies from various successful eco-labeling programmes, illustrating how these labels are driving consumer awareness and also pushing businesses to adopt more sustainable practices. The discussion centred around the evolving standards and criteria for ecolabels and the importance of ensuring their credibility, effectiveness and transparency in delivering real environmental benefits.

One of the key topics covered was the development of methodologies for accurately measuring the environmental benefits of products bearing ecolabels. These methodologies help assess the lifecycle impact of goods and services, ensuring that ecolabels truly reflect a product's sustainability credentials. The webinar also discussed how ecolabels are increasingly influencing consumer behaviour, encouraging more environmentally-conscious purchasing decisions and promoting a shift towards greener supply chains.

This webinar was an excellent opportunity to gain valuable insights into the latest trends and best practices in eco-labeling. It also reaffirmed EEG's ongoing commitment to raising awareness about the importance of ecolabels as a vital tool in advancing sustainability. EEG's participation underscores its dedication to supporting initiatives that drive environmental change, both regionally and globally, and to providing consumers with the knowledge they need to make informed, eco-friendly choices.

Global Framework for Action on Sustainable Public Procurement (SPP) in Construction

On **19th November**, EEG participated virtually in the launch of the Global Framework for Action on Sustainable Public Procurement (SPP) in Construction at COP29. The event attracted a wide range of stakeholders from across the globe, including government representatives, international organisations, and private sector leaders. The session provided a platform to discuss how sustainable public procurement can be a driving force in transforming the construction value chain, paving the way for near-zero emissions and resilient buildings (NZERBs).

The Global Framework for Action, developed with input from over 200 experts across governments, UN agencies, NGOs, academia, and the private sector, outlined actionable strategies to integrate sustainable procurement practices across the entire building lifecycle—from planning and design through to construction, operation and eventual deconstruction.

This comprehensive framework aims at fostering a circular economy in construction, reducing waste, lowering emissions and optimising resource use at every stage of the building process. By embedding circular principles in procurement practices, the framework seeks to create a more sustainable, resource-efficient construction sector.

The launch event featured an engaging panel discussion with experts who are leading the charge in adopting sustainable procurement approaches. The panel highlighted the key objectives of the framework and shared practical insights on how governments and other stakeholders can implement these strategies to support the transition to sustainable, low-carbon construction. The event also explored the significant role of public procurement in shaping demand for environmentally friendly, energy-efficient, and resilient buildings.

As an organisation that has long championed environmental conservation and sustainable practices, EEG recognises the critical role of public procurement in accelerating the transition to a more sustainable future. Thus, by attending and supporting the 'Global Framework for Action', EEG is aligning itself with the broader international effort to create a sustainable, low-carbon built environment. This launch marks a crucial milestone in the push towards achieving near-zero emissions in the construction sector by 2030, a goal that EEG is fully committed to supporting.



UNEP Digital Day

On **19th November**, EEG participated virtually in the '**UNEP Digital Day**', an event hosted by the United Nations Environment Programme (UNEP) to explore the intersection of digital technology and environmental sustainability. The event featured a series of briefings and discussions that highlighted the growing role of digital tools and innovations in advancing global environmental goals.

A key focus of the event was the environmental impact of emerging technologies, particularly Artificial Intelligence (AI). The session emphasised the need for a comprehensive assessment of the full AI lifecycle, from development and deployment to data processing and hardware usage. UNEP highlighted how AI, despite its potential for environmental benefits, also carries a significant carbon footprint due to the energy-intensive processes involved in training and maintaining AI models. The discussions called for strategies to reduce the environmental impact of AI technologies, such as the use of more energy-efficient algorithms and infrastructure, as well as the integration of sustainability principles throughout the AI lifecycle.

The event also addressed the growing role of digital technologies in enhancing environmental monitoring, informing policy decisions, and driving more sustainable practices across industries. Topics covered included data-sharing platforms, innovations for tracking environmental trends, and the integration of digital tools into environmental governance frameworks. The potential for AI and other digital tools to accelerate the achievement of the Sustainable Development Goals (SDGs), particularly in tackling climate change and biodiversity loss, was also a key theme.

Participants heard from experts and stakeholders about how digital technologies, including AI, can support more efficient and effective environmental management, but also about the need to carefully manage their environmental impact. The discussions underscored the importance of improving access to digital environmental data to foster informed decision-making and collective action at global, regional, and local levels. EEG's participation in UNEP Digital Day aligns with its commitment to staying informed about the latest advancements in digital technologies that can support environmental sustainability.

Circular Economy Strategy Lab Workshop

On **20th November**, an EEG team led by the Co-Founder and Chairperson attended the Circular Economy Strategy Lab workshop, hosted by the Dubai Supreme Council of Energy (DSCE) in partnership with the SEE Institute Dubai. Held at the SEE Institute, this one-day workshop aimed to empower key stakeholders in Dubai to drive Circular Economy (CE) initiatives across both government and private sector organisations.

The workshop, brought together sustainability heads from many government entities and provided participants with invaluable tools and insights to accelerate the adoption of circular economy principles at both organisational and city-wide levels. The event featured a series of hands-on activities, case studies, and strategy sessions focused on developing practical solutions for managing natural resources efficiently and ensuring sustainable practices for both current and future generations. Through interactive discussions and workshops, participants delved into key performance indicators (KPIs) and measurement techniques essential to implementing successful circular economy models.

During the event, participants developed key recommendations for future circular economy efforts in Dubai. These insights are expected to be encapsulated in a white paper, which aims to shape the city's circular economy strategy and reporting tools moving forward. This white paper is expected to guide future policies and initiatives focused on promoting sustainability and efficient resource management across Dubai, paving the way for long-term, impactful environmental change. The event underscored the importance of continued dialogue and action in advancing sustainability in the region, while also demonstrating the critical role of leadership in championing the principles of the circular economy.

EGBC Management Committee Meeting

On **20th November**, EEG's Co-Founder and Chairperson attended the EmiratesGBC Management Committee meeting in her capacity as EGBC Co-Founder, Vice Chair and Treasurer. The meeting brought together the management team of the EGBC to discuss important developments and future goals aimed at advancing sustainable practices within the UAE's built environment. The committee reviewed key topics, including the events and strategy for 2025, as well as the draft 2025 Budget and Objectives. The meeting also addressed additional points raised under Any Other Business (AOB), ensuring alignment with EGBC's sustainability goals and organisational growth.

EEG's Co-Founder and Chairperson's participation in the EGBC Management Committee meeting underscores her continued commitment to driving sustainability within the UAE's built environment. By actively engaging with EGBC, EEG remains dedicated to supporting the development of sustainable building practices and contributing to the UAE's vision of a green, low-carbon economy.

4th Meeting for Civil Society Participation in UNEP-led Events

On **21st November**, EEG participated virtually in the 4th Informal Meeting of the Group of Friends for Enhanced Civil Society Participation in UNEP-led Events. The meeting brought together a diverse group of stakeholders, including representatives from major groups, stakeholders and UNEP member states, to engage in meaningful dialogue about enhancing civil society's involvement in the environmental decision-making processes within UNEP-led events.

The meeting was opened by the two Co-Chairs of the group, who provided a brief recap of the outcomes from the 3rd meeting held on 25th September 2024. The key focus of this session was an interactive dialogue on UNEP's Medium-Term Strategy 2026-2029. During this discussion, representatives from civil society organisations, major groups and member states had the opportunity to share their perspectives and insights on the proposed strategy, as well as discuss how the engagement of civil society could be further strengthened in UNEP's ongoing and future initiatives.

This collaborative exchange of ideas and viewpoints is part of UNEP's efforts to ensure that its strategic planning for the coming years align with the needs and expectations of all sectors of society. By actively participating in these dialogues, EEG continues to play an active role in shaping the future of environmental policy and practices, advocating for greater involvement of civil society in UNEP-led efforts to address global environmental challenges.

EEG's attendance at this meeting highlights its ongoing commitment to fostering inclusive, participatory environmental governance. It is through such collaborations and engagements that EEG aims to further strengthen its support for UNEP's mission and contribution to the advancement of global sustainability goals.



112th Board Meeting of WPO

On **21st November**, EEG being a full voting member of the World Packaging Organisation, was represented by its Co-Founder and Chairperson who participated virtually in the 112th Board Meeting of the World Packaging Organisation (WPO). The meeting brought together key stakeholders to discuss WPO's progress and set the strategic direction for the future of the packaging industry globally. A central highlight was the President's Report, which reviewed the organisation's achievements for the 11 months of 2024 and outlined its vision moving forward for advancing sustainable practices in packaging.

In addition, the board received an update on the WorldStar Awards, a globally recognised programme that celebrates excellence and innovation in packaging design. This awards programme continues to encourage creative solutions that drive sustainability and efficiency within the packaging industry. The meeting also included a thorough review of WPO's financial performance for 2024, alongside the proposed budget for 2025, ensuring the organisation's continued growth and sustainability in line with its objectives.

Further discussions focused on WPO membership, exploring strategies to expand its global network and engage new stakeholders in promoting sustainable packaging solutions. The Vice Presidents of various portfolios, including Marketing, Sustainability and Education, also provided updates on their respective initiatives, reflecting WPO's commitment to driving change and enhancing the impact of its programmes across the packaging sector. Through its collaboration with WPO, EEG is actively contributing to global efforts to reduce the environmental footprint of packaging, promote the circular economy and foster innovation in packaging design.

Dubai Women's Association

On **21st November 2024**, the EEG Co-Founder and Chairperson had the distinct honour of attending the 50th Anniversary Celebration of the Dubai Women's Association, under the generous patronage of **H.H. Sheikha Fatima bint Mubarak**, President of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation.



The event, held at Al Zahia Hall, marked a significant milestone in the journey of Dubai Women's Association and its invaluable contributions to the empowerment of women and families in the UAE. The anniversary celebration was a testament to the enduring vision of the UAE's leadership, which has steadfastly supported women's development and social welfare, driving the nation towards sustainable progress.

Her Highness Sheikha Amina bint Humaid Al Tayer, President of the Dubai Women's Association has been instrumental in fostering the growth of Emirati women into a global role model, known for their remarkable leadership, resilience, and contributions to the local community. Her presence at the event reaffirmed her commitment to advancing women's rights, social work and sustainable development, ensuring the continued empowerment of women and families across the UAE.

The EEG Co-Founder and Chairperson's participation in the celebration underscores the importance of collaboration in achieving sustainable development goals, particularly in relation to women's empowerment and social welfare. The event served as a reminder of the vital role that Emirati women play in shaping the future of the UAE, with the support of the nation's wise leadership. As the UAE continues to set global standards in social and sustainable development, events like the Dubai Women's Association's 50th Anniversary celebration reinforces the country's unwavering commitment to creating a more inclusive, empowered and sustainable future for all.

One Root, One Communi-tree Phase 2

EEG's highly successful "One Root One Communi-tree" project, launched in 2010, is celebrating its 14th remarkable year. Over the years, EEG has succeeded in engaging the community to adopt sustainable waste management practices, while also greening the UAE by aligning this initiative with EEG's afforestation programme, "**For Our Emirates We Plant.**"

This year, we've achieved new milestones with record-breaking participation: **392 entities** in Phase 1 and **433 entities** in Phase 2. The collection results from Phase 2 are outstanding:



PAPER (kg)
332,922



PLASTIC (kg)
36,556


GLASS (kg)
58,695



ALUMINIUM
CANS (kg)
3,379


E-WASTE (kg)
4,419


TONER
CARTRIDGES (pc)
3,410



MOBILE
PHONES (pc)
1,296

These impressive contributions have led to significant environmental benefits:


Reduction of 1,418 MT
of CO₂ emissions


Conservation of 2,831
m³ of landfill space


Preservation of 6,724
trees


Saving of 5,683
gallons of gasoline


Energy savings of
10,501 Million BTU

As a result of these collective efforts, Phase 2 participants have earned the privilege of planting 700 trees, which will take place on **17th December 2024**. A diverse range of participants—including government bodies, corporations, academic institutions, individuals, and families—who have met the collection targets from both Phase 1 and Phase 2, will be invited to join in the planting of 1,378 native tree saplings. This will be done under the "For Our Emirates We Plant" programme, closing the year on a green note by sowing the seeds of a brighter, more sustainable tomorrow.



UAE National Day Celebration at the RAK Department of Civil Aviation

EEG had the privilege of participating in the UAE National Day celebration at the Department of Civil Aviation in Ras Al Khaimah on **25th November**. The event provided EEG with a special opportunity to showcase its ongoing work and highlight its commitment to sustainability and environmental education. As part of the celebration, EEG displayed a collection of student drawings that focused on key environmental issues such as conservation, renewable energy, and the protection of natural resources and local biodiversity. These artworks sparked conversations about the importance of preserving the environment, while also showcasing how EEG's programmes are helping to nurture a more sustainable and eco-conscious generation by engaging young people in sustainability efforts. Throughout the event, EEG shared details of its various initiatives, projects, programmes and achievements, including the string of environmental education & awareness programmes, community action programmes such as tree planting and cleanup projects, and partnerships with academia and communities across the UAE. In addition to the student art display, EEG took the opportunity to showcase a series of event videos that highlighted its sustainability initiatives. The videos provided further insights into EEG's ongoing impactful work and its collaborations with schools & universities, corporations and community groups as well as other stakeholders.



UNEP Major Groups and Stakeholder Dialogues on the 2026-2029 Medium-Term Strategy

EEG actively participated on **26th November**, in the UNEP's online Major Groups and Stakeholder Dialogue. This dialogue focused on the development of UNEP's 2026-2029 Medium-Term Strategy (MTS) and 2026-2027 Programme of Work (PoW). The virtual event served as a critical platform for various stakeholders from around the world to engage in an open, constructive dialogue about UNEP's vision for the future and contribute to shaping its strategic direction over the next five years. The dialogue allowed for a candid and transparent exchange of ideas and perspectives. Stakeholders discussed a wide range of key environmental issues, including the urgent need for climate action, advancing sustainable development, promoting green economies and strengthening environmental governance. This interaction enabled participants to influence the future course of UNEP's work, ensuring that it aligns with the most pressing global and regional environmental challenges.

EEG's participation in this dialogue underscores its ongoing commitment to international environmental leadership and global cooperation. The discussions focused on ways to integrate climate resilience, biodiversity preservation and sustainable urban development into UNEP's future strategy. Throughout the dialogue, there was a strong emphasis on international collaboration, particularly in policy development, resource mobilisation and technology transfer, areas where EEG continues to play a vital role both regionally and globally. By contributing to the development of the 2026-2029 MTS and the 2026-2027 PoW, EEG reinforces its dedication to the principles of environmental stewardship, sustainable economic growth and resilient ecosystems. The discussions also provided valuable insights into UNEP's strategic priorities for the next decade and will help guide the formulation of practical solutions that address the most pressing environmental challenges, such as climate change, biodiversity loss and pollution.

From the Emirates of Love to the City of Light

On **27th November**, EEG Co-Founder and Chairperson attended a Reception on the occasion of the opening of the exclusive art exhibition of Dr. Najat Makki, a pioneering Emirati artist under the title of "From the Emirates of Love to the City of Light". The exhibition was held at the Alliance Française Dubai. The exhibition featured a stunning collection of symbolic artworks, highlighting the bonds between the two nations. Notable pieces included a striking portrayal of the Eiffel Tower meeting the Burj Khalifa, representing the fusion of two iconic landmarks from France and the UAE. Another highlight was Dr. Makki's Emirates of Love series, which was created using traditional Emirati fabrics, showcasing the warmth and hospitality deeply embedded in UAE culture.



The exhibition also featured a unique representation of the Palace of Versailles, painted in rich hues of henna and saffron, symbolising the generosity of Emirati hospitality. The opening reception was an elegant affair, bringing together art lovers, cultural enthusiasts, and supporters of both the UAE and French communities. The EEG Co-Founder and Chairperson expressed admiration for Dr. Makki's artistic vision and her ability to beautifully weave together the essence of both cultures. Her attendance at this prestigious event reflects the organisation's support for initiatives that promote cultural exchange, creativity and environmental consciousness. Dr. Najat Makki's exhibition was an artistic celebration of the UAE National Day and also a tribute to the long-standing ties between the UAE and France.

EEG Honoured by Abu Dhabi Municipality

On **28th November**, EEG was honoured with a prestigious award by the Abu Dhabi City Municipality at the Social Responsibility and Volunteering Forum. This recognition comes as a testament to EEG's enduring commitment to sustainability and environmental stewardship, and its long-standing partnership with the Municipality in advancing corporate social responsibility (CSR) initiatives across the region. The award highlights EEG's pivotal role in promoting environmental awareness, fostering community engagement, and leading sustainable development practices. Through initiatives such as clean-UAE drives and recycling programmes, EEG has been a trusted partner of Abu Dhabi Municipality in creating a positive environmental impact within the emirate.



At the Social Responsibility and Volunteering Forum, held at the Municipality's headquarters, leaders from the public and private sectors gathered to celebrate the success of CSR initiatives and explore future collaborations aimed at enhancing social responsibility in the UAE. As a result of this long-standing partnership, both EEG and Abu Dhabi Municipality have been able to make measurable strides in improving sustainability, reducing the carbon footprint of the country and contribute to creating a more sustainable and resilient future for the Emirate of Abu Dhabi and all the 7 Emirates. The recognition by Abu Dhabi City Municipality is a significant milestone in EEG's journey and reaffirms its leadership role in driving environmental sustainability. It also serves as an encouragement to continue expanding collaborative efforts with government bodies, businesses and communities to deliver long-term positive change.



Green December 2024: A Nationwide Call for Sustainability

As we launch Green December 2024, we are excited to open this important initiative to all sectors of society, marking an exciting new phase in our collective sustainability journey. This year, we are expanding the campaign to include students, corporations, and academic institutions allowing us all to work together for a greener future. Green December 2024 will run from **1st to 24th December**, and we are pleased to invite you to participate in this crucial environmental effort. Now in its 10th cycle, this campaign has become a hallmark of EEG's dedication to promoting sustainability, environmental stewardship, and waste reduction. Known as the Winter Recycling Project, Green December encourages the collection of recyclable materials to help reduce waste and raise awareness about sustainability. As we begin this year's campaign, we look forward to collaborating with all sectors of society to achieve remarkable results. Together, we can reach new milestones in waste reduction and environmental responsibility, helping to create a cleaner, greener, and more sustainable future. Let's make this December the greenest one yet. Your participation will not only benefit the environment but also inspire others to adopt sustainable practices in their communities. We look forward to your involvement and to seeing the positive impact we can create together.



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

The Clean UAE Campaign 2024

As we approach the final stages of preparation for the 23rd edition of the Clean UAE Campaign, we are excited to see the initiative take shape ahead of its launch on the **5th of December**. This year, as part of the UAE's Year of Sustainability, the campaign continues to inspire action and unite communities across the country in a shared commitment to environmental preservation. Under the patronage of the **Ministry of Climate Change and Environment (MOCCA)**, the Clean UAE Campaign has evolved over the years into a powerful platform for raising environmental awareness and promoting sustainable practices. In 2022, the campaign reached a historic milestone when it was officially endorsed by the UAE Cabinet, further cementing its national importance. Scheduled to run from the **5th to the 14th December**, this year's Clean UAE Campaign brings together businesses, government agencies, educational institutions, and members of the community in a collective effort to contribute to a cleaner and more sustainable future. With the growing support and participation from various sectors, we are confident that this year's campaign will be one of our most impactful yet. As we enter the final phase of preparations, we encourage everyone to join us in this national movement. Whether you are an individual, a company, or an institution, your involvement in the Clean UAE Campaign will help make a lasting difference in our efforts to protect the environment and build a greener, more sustainable UAE. We look forward to seeing you and to a successful campaign that continues to inspire positive change across the nation. Together, we can achieve remarkable results and ensure a cleaner, greener future for all.



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

Member News

Welcome to EEG's New Corporate Member: Midis Group

We are delighted to welcome Midis Group as the latest addition to the Emirates Environmental Group (EEG)'s growing network of corporate members. A leader in the field of Information and Communications Technology (ICT), Midis Group is renowned for its advanced offering of ICT services and consultancy, as well as its expertise in system integration, software and hardware solutions, and distribution coverage. With an established reputation for excellence, Midis Group also boasts strong capabilities in Data Centers, IT infrastructure, and power solutions, making it a key player in the technology sector. Their commitment to delivering innovative and sustainable solutions aligns with EEG's mission of promoting environmental stewardship across all sectors of society. By joining EEG, Midis Group is reaffirming its commitment to sustainability and environmental responsibility, working alongside other forward-thinking organisations to contribute to a greener future. We look forward to collaborating with them in advancing initiatives that create lasting value for both the environment and the communities. We warmly welcome Midis Group to the EEG family and look forward to a fruitful partnership as we work together towards a sustainable future. Know more about them at: [CLICK HERE](#)



Welcome to EEG's New Corporate Member: NMC Healthcare

We are happy to welcome NMC Healthcare as the newest corporate member of EEG. As one of the UAE's largest and most reputable private healthcare providers, NMC Healthcare brings a wealth of expertise, a strong commitment to innovation, and a deep focus on sustainability. Their partnership marks an exciting new chapter in EEG's ongoing mission to drive positive change and promote sustainable practices across diverse sectors. NMC Healthcare has long been a leader in the healthcare industry, known for delivering world-class medical services and patient care across the UAE and beyond. With a diverse network of hospitals, clinics, and medical centres, NMC has earned its place as a trusted provider of healthcare services. Beyond their commitment to excellence in healthcare, NMC Healthcare is dedicated to integrating sustainability into their operations and corporate ethos. Their commitment to reducing their environmental footprint and promoting green practices within the healthcare sector aligns perfectly with EEG's goal of advancing environmental awareness and fostering sustainable development.



As a new corporate member of EEG, NMC Healthcare will be an essential partner in advancing initiatives that focus on the intersection of health and sustainability. By working together, we can strengthen our efforts to create a more sustainable and healthier future for the UAE and the wider region. EEG is excited about the potential of this partnership and the meaningful contributions that NMC Healthcare will bring to EEG's initiatives. Stay tuned for updates on upcoming events, collaborative projects, and initiatives between EEG and NMC Healthcare. Know more about them at: [CLICK HERE](#)



EEG MEMBERS' UPDATE

2 new corporate members, new individual member & a renewed individual member in the month of November 2024

Corporate Membership

Mideast Data Systems LLC	New
NMC ASSETCO LIMITED	New

Individual Membership

Smita Gayawal	New
Galiyah Khadeeva	Renewal

UN News



Rising Nitrous Oxide Emissions Threaten Climate Goals and Ozone Layer Recovery

UNEP NEWS

Findings from the new Global Nitrous Oxide Assessment (N₂O) warn that without urgent action to curb rising N₂O emissions, there will be no viable pathway to limiting global warming to 1.5°C. The assessment also provides tangible tools that could help reduce emissions by more than 40% from current levels. Nitrous oxide, a greenhouse gas with a global warming potential nearly 300 times greater than carbon dioxide, has been steadily increasing, primarily due to agricultural practices, industrial processes, and the overuse of synthetic fertilisers.

N₂O is the third-largest greenhouse gas after carbon dioxide and methane, and its rising emissions could contribute to an additional temperature increase of up to 0.2°C by the end of the century, jeopardising the Paris Agreement's target of limiting global warming to 1.5°C. Beyond its role in climate change, nitrous oxide also accelerates ozone depletion, threatening the recovery of the ozone layer-one of the greatest environmental successes of the 1987 Montreal Protocol. Continued ozone depletion would lead to higher levels of harmful UV radiation, increasing health risks such as skin cancer and cataracts, while also disrupting ecosystems.

Agricultural practices, especially the overuse of fertilisers and livestock waste, are the largest sources of N₂O emissions. However, industrial processes and fossil fuel use also contribute. UNEP calls for urgent global action to reduce N₂O emissions, advocating for improved agricultural management, more sustainable farming practices, and stricter regulations on industrial processes. Addressing the rise in nitrous oxide emissions is critical for achieving both climate stability and the recovery of the ozone layer. Immediate action is needed to protect the planet's future and ensure the continued health of our environment.

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



Key Insights on Drought Resilience Ahead of UNCCD COP16

UNCCD NEWS

As droughts become more frequent and severe, global experts gathered in Geneva for the Drought Resilience +10 conference to assess progress and chart a path forward for the upcoming UNCCD COP16 in Riyadh, December 2024. In the past three years alone, over 30 countries declared drought emergencies, underscoring that no nation is immune. From high-income countries like the US, Canada, and Spain to vulnerable regions such as Southern Africa, India, and Indonesia, drought is emerging as a universal challenge. The conference highlighted that drought is no longer just an environmental issue-it is a development and security matter that demands urgent attention. As the Director of the UNU Institute for Water, Environment, and Health, stated, droughts are no longer anomalies but a "new normal." Without adequate water, food production, livelihoods, and stability are threatened, leading to forced migration and conflict. This has significant implications for vulnerable populations, particularly subsistence farmers in low-income countries.

Experts stressed the need for integrated, long-term solutions to build resilience. Drought cannot be managed through short-term relief alone; it requires sustainable land management, nature-based solutions such as land restoration and wetland conservation, and improved water management practices. Effective drought resilience strategies must address the root causes of land degradation, as unhealthy ecosystems fuel droughts and climate change. Another key takeaway was the importance of data collection and early warning systems. To reduce vulnerability, nations must improve drought monitoring and impact assessments, ensuring that actionable information reaches the communities most at risk. Emerging technologies, such as AI, are also playing a role in improving data-driven decision-making.

Looking ahead to COP16, these discussions reinforce the critical need for multilateral cooperation and global action to address drought as a central issue for both development and security. As the world faces increasing climate challenges, the upcoming summit in Riyadh presents a crucial opportunity to align global policies, mobilise resources, and strengthen drought resilience for communities and ecosystems worldwide.

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 November, resulted in the following benefits:

- » Reduction of 618 (MTCO₂e) GHG
- » Saving of 6,139 Million BTU of Energy
- » Saving of 1,098 m³ of Landfill Space
- » Saving of 1,836 Trees from being felled
- » Saving of 977 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In November 2024, EEG successfully collected 96,291 kg of paper from 171 participating entities, marking a 9% increase 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.	Swissotel Al Ghurair	16,320	Alina Abdul Kader	1,310
	Stanley Black and Decker	6,240	Afeefur Raheem	505
	Jumeirah Emirates Tower	4,089	Sahasra Magesh Kumar	500
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In November 2024, EEG collected 14,977 kg of aluminium cans for recycling from 1905 participating entities, reflecting a 1,929% increase compared to October. 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.	Emirates Flight Catering	1,962	Ibrahim Pasha	241
	Canpack Group	1,660	Trisha Nikhilkumar Sayani	49
	Ras Al Khaimah Economic Zone Authority	788	Aisha Faisal	38
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In November 2024, EEG collected 9,067 kg of plastic from 115 participating entities, marking a 25% decrease 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.	Wasl	679	Ali Darwish Mubarak Salim Alzaabi	609
	Flora Inn Hotel	484	Zayad Mohammad Abdullah Bin Al Shehhi	86
	Leva Hotel	329	Rinnah Miriam Rithin	75
TONER COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In November 2024, EEG collected a total of 380 toner cartridges from 15 participating entities, reflecting a 74% decrease compared to the previous month. This demonstrates the significant impact a small number of entities can have in the pushing the sustainability agenda. We encourage more participants to join us, increasing the quantity of toner cartridges collected and diverted from landfills.	Ramada Hotel & Suites Ajman	86	Khyati Agarwal	76
	Avani Palm view Dubai Hotel & Suites	60	Mohammed Zameer	31
	Occidental Abu Dhabi	37	-	-
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In November 2024, EEG collected 243 mobile phones from 5 participating entities, marking a 9% decrease 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.	Emirates Flight Catering	94	Soham Jamjirkar	40
	AL Shirawi Facilities Management LLC	80	-	-
	Dubai Emerald Lions Club	26	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In November 2024, EEG successfully collected 17,843 kg of glass bottles from 50 participating entities, marking an increase of 1% 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.	JA Resort	5,141	Mariah Mubarak	432
	Studio One	1,089	Twarita Verma	140
	Movenpick Hotel Jumeirah Beach Residences	945	Narayan Chandra Nayak	130
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In November 2024, EEG collected 2,328 kg of e-waste for recycling from 18 participating entities, reflecting a 15% increase compared to October. 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.	Occidental Abu Dhabi	610	Kriti Sahni	250
	IQVIA	440	Muneera Darwish Alzaabi	73
	Nextcare Claims Management LLC	394	Vidyuth Balaji	48
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In November 2024, EEG collected 1,180 kg of scrap metal from 22 participating entities, reflecting an increase of 14% 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 utilised 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	217	Nia Treeza Tony	250
	Halcrow Dubai	50	Fateem Ali Alzaabi	200
	Lenovo Middle East	40	Mizna Ali Al Zaabi	159

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.

