EEG CORP NEWS

Together for a Better Environment®

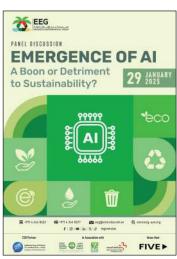






Upcoming Events





Click on the issue

Chairperson's Note	2
EEG News	3
Upcoming Events & Member News	7
Member News	7
Waste Management Report	8

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 bid farewell to 2024, I am filled with immense pride and deep gratitude for the remarkable strides we have made together at the Emirates Environmental Group (EEG) in 2024. The year has been a true testament to the power of collective action, perseverance and an unwavering commitment to sustainability. It is through these shared efforts that we have made meaningful and lasting impacts within all sectors of the community, shaping solutions that will pave the way for a brighter and more sustainable future.

Looking back on the 12 months of 2024, I am reminded that it is not the challenges themselves that defined us, but rather the courage with which we responded to them. Our collective work during the year has been a reflection of our deep dedication to environmental stewardship. We met the challenges before us and turned them into opportunities to create positive, lasting change. From increasing recycling rates to advancing forward-thinking sustainability initiatives, we have proven that with collective will, meaningful transformation is not just possible, it is inevitable.

In December, our agenda was packed with community action programmes and reach out activities. On the **2nd December**, I had the honour of participating in an interview with Al Dhafra TV, where we celebrated the UAE's 53rd National Day and reflected on the country's remarkable achievements in sustainability. On **4th December**, we joined a webinar where the 'FSSC Insights Webinar' explored how smart packaging can play a crucial role in reducing food waste and protecting our planet, an issue that EEG is actively engaged in. It was a great platform to be involved in vital discussions around sustainability in the food sector.

Between the 5th & 14th December, we rolled out the 23rd cycle of the national action programme; the "Clean UAE 2024" campaign, EEG's largest nation-wide environmental initiative. This cycle, we saw an overwhelming turnout of 83,123 participants who volunteered and managed together to collect 43,544 kg of waste, cleaning an incredible 95.5 square kilometers of land across the country. This campaign was a powerful demonstration of the importance of waste management, recycling, and our collective responsibility to protect the natural beauty of the UAE. The success of Clean UAE 2024 stands as a testament to the impact of unity and collective action. It reinforced the critical message that sustainability requires not just individual efforts, but the combined efforts of an entire nation.

On 17th December, EEG's annual "For Our Emirates We Plant" programme, was held at the picturesque Bee Reserve Area in Skheibar - South of Ras Al Khaimah. On this day, EEG planted 3,884 indigenous trees, with over 1,500 participants from 182 companies, 62 schools and 209 families coming together to contribute to the restoration and preservation of our natural environment. By planting these native trees, we are directly contributing to UAE's ambitious environmental goals, restoring natural habitats and creating green spaces that will benefit the entire nation for years to come.

As we reflect on the progress we've made in 2024, we are of the firm belief that sustainability is not confined to one sector alone or country. We have also been busy in the built industry sector, setting the stage for the coming year.

On **10**th **December**, I had the privilege of attending the World Green Building Council Executive Committee meeting, where global leaders in sustainable building practices gathered to share insights and discuss the next steps for a greener, more sustainable built environment. This meeting served as a vital platform to align efforts for a more sustainable future in the construction and infrastructure sectors.

Following this, the EGBC 2025 Budget Management Committee meeting on the **16**th **December** enabled us to collaborate on the allocation of resources that will support the continued advancement of sustainable building practices in the UAE. The EGBC Annual General Meeting and EmiratesGBC 2024-Q4 Board Meeting on **19**th **December** provided an opportunity for reflection on the year's accomplishments, while also allowing us to chart a course for an even brighter and greener future in the built environment sector.

The Green December campaign, which culminated on the **24th December**, was a powerful testament to the unwavering commitment of students, communities and corporations across the UAE to the nation's green objectives. This campaign brought together a diverse range of participants, all dedicated to creating a more sustainable future. It was a vibrant demonstration of the collective energy and enthusiasm that drives the UAE's environmental initiatives, with a clear focus on reducing the carbon footprint, promoting environmental awareness, and ensuring a sustainable tomorrow.

Finally, the GUD Board Re-Election on the **30th December** marked the official close of a year rich with impactful initiatives and significant achievements. This election in which I was re-elected as a vice-chair of the board reaffirmed the strength of our commitment and our readiness to continue driving progress in environmental sustainability nationally, regionally and globally.

As we look ahead to 2025, I am filled with gratitude for the wonderful people that we met in this journey and the strong partnerships that we have managed to forge. I am also filled with a profound sense of pride in the incredible progress we've made together throughout 2024. Each step that we've taken in our journey of 33 years has been a meaningful contribution to our shared vision of a greener, more sustainable world.

I am filled with hope, anticipation and optimism for the strides that we will continue to make in the coming year, as we build upon the solid foundation we've established. We have laid the groundwork for lasting change, and now we must carry that momentum forward with even more dedication and purpose.

Let us carry the spirit of the year of sustainability in 2024 into the new year, building on our collective achievements as we work side by side toward a more sustainable world, for ourselves and for future generations. The challenges ahead may be great, but with our combined efforts, I am absolutely sure we will rise to them. United in our commitment, we will continue to protect and preserve our beautiful planet for those who come after us, ensuring a legacy of sustainability that lasts for generations to come.



Celebrating UAE's 53rd National Day with Al Dhafra TV

On **2nd December**, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), was interviewed by Al Dhafra TV in celebration of the UAE's 53rd National Day. During the interview, she discussed how the continued celebration of 2024 as the Year of Sustainability reflected the UAE's comprehensive efforts to integrate sustainability into every aspect of daily life.

Mrs. Al Mar'ashi highlighted the importance of national initiatives that support environmental protection, stimulate innovation and align with the UAE's broader sustainability strategy. She also emphasised the vital role of community participation in achieving sustainable development, pointing to the contributions of both public and private institutions in raising awareness and inspiring action.

Mrs. Al Mar'ashi spoke proudly of the UAE's success in applying sustainability across multiple sectors, from energy to urban planning, showcasing the nation's ability to lead by example. She also touched on the UAE's significant contributions at COP29, underscoring its role in global climate negotiations and its commitment to achieving Net Zero by 2050.

When discussing environmental awareness, she clarified that sustainability goes beyond recycling and must be embedded across various industries to reduce the effects of climate change. She also acknowledged the efforts of Emirates Environmental Group, which became the first environmental non-governmental organisation to obtain an ISO 14001 certification in 2001, reflecting the UAE's commitment to environmental excellence.

She further discussed the UAE's pioneering role in global environmental leadership, emphasising the country's ability to adapt to changing global challenges and maintain its position as a sustainability leader. In terms of empowering future generations, she highlighted how local institutions are playing a crucial role in teaching young people about sustainability, instilling eco-conscious values and encouraging them to adopt sustainable practices in their daily lives.

Concluding her remarks, Mrs. Al Mar'ashi shared a heartfelt message for the 53rd National Day, celebrating the UAE's achievements and the collective commitment to a greener, more sustainable future for the nation and the world.

FSSC Insights Webinar

On 4th December, the FSSC Insights Webinar, held virtually, focused on the crucial role of FSSC 22000 in protecting food safety and reducing waste through the use of smart packaging technologies. The event featured keynote speakers, including the FSSC expert technical team.

The webinar began with an outline of the FSSC 22000 certification framework and its essential packaging requirements for ensuring food safety and quality throughout the supply chain. Following this, a guest speaker from WPO presented award-winning packaging solutions that balance food waste reduction, product

FSSC INSIGHTS
presents

FSSC 22000:
PROTECTING FOOD,
REDUCING WASTE WITH
SMART PACKAGING

protection and minimising environmental impact. They discussed innovative packaging design elements, such as functionality, accessibility and shelf-life extension that ensure packaging not only preserves food but also reduces waste across the supply chain.

The webinar was attended by EEG, who gained valuable insights into how FSSC 22000 and sustainable packaging practices can work together to improve food safety, reduce waste and promote sustainability within the food industry. The session emphasised the importance of collaboration across the food supply chain to maximise the benefits of these advanced technologies and practices.

Sustainable Public Procurement

On **5th December**, EEG had the privilege of participating in a virtual event organised by the United Nations Environment Programme (UNEP) through the Eco-Advance project and the Consumer Information Programme. The event, titled "Sustainable Public Procurement Policies Using Ecolabels and Environmental Certification Criteria," brought together key stakeholders to discuss how public procurement can be leveraged to achieve sustainability goals.

The event focused on the critical role public procurement plays in driving the demand for sustainable products and services. It explored the integration of ecolabels and environmental certifications into procurement policies to ensure that the goods and services purchased by public agencies meet stringent environmental criteria. This process is essential for advancing sustainability while minimising the environmental footprint of public sector consumption.

The session emphasised how ecolabels, which signify a product's compliance with environmental standards, can guide public procurement decisions, helping governments and organisations make more sustainable choices. UNEP's Eco-Advance project and the Consumer Information Programme provided valuable insights into how policies and practices around sustainable public procurement can drive systemic change, contributing to the achievement of the United Nations Sustainable Development Goals (SDGs), particularly **Goal #12: Responsible Consumption and Production and Goal #13: Climate Action**.

EEG's engagement in such events is crucial to its mission of fostering sustainability in both the public and private sectors. The knowledge shared at this event will help EEG continue to advocate for policies and initiatives that promote sustainability, reduce waste, and encourage responsible consumption across all industries.



EEG Concludes the 23rd Edition of the "Clean UAE" Campaign

The Emirates Environmental Group (EEG) proudly concluded the 23rd cycle of its nation-wide 'Clean UAE' campaign in Umm Al Quwain on **14th December**, marking a significant achievement in the UAE's ongoing commitment to environmental preservation.

Launched on 5th December, the Clean UAE campaign that was conducted under the patronage of the Ministry of Climate Change and Environment, spanned all seven emirates, with clean-up activities drawing participation from across the country. The closing ceremony was graced by Her Excellency Dr. Amna bint Abdullah Al Dahak, Minister of Climate Change and Environment, and His Excellency Mr. Ahmed Ibrahim Obaid Ali Ali, General Manager of Umm Al Quwain Municipality.

In her address, H.E. Dr. Al Dahak emphasized the UAE's dedication to environmental conservation, highlighting the importance of initiatives like the Clean UAE campaign. She also praised efforts such as the 'Plant the Emirates' National Programme, which fosters community participation in sustainable agricultural practices.

EEG's Co-founder and Chairperson, Ms. Habiba Al Mar'ashi, expressed her gratitude to the Ministry of Climate Change and Environment, the participating municipalities and all the volunteers, for their collective efforts. "This 23rd cycle reaffirms the power of collaboration in paving the way for a more sustainable future," she said.

The campaign witnessed an overwhelming turnout of **83,123 volunteers**, who collected a remarkable **43,544 kilograms** of waste, cleaning an impressive **95.5 square kilometers**. As EEG's largest ever nationwide environmental initiative, the Clean UAE campaign reinforced the message that sustainability requires collective action.

Ms. Al Mar'ashi expressed her profound gratitude to the campaign's Main sponsors, **Salik** and **McDonald's UAE**, for their outstanding support and invaluable partnership. She also thanked and acknowledged the significant contributions of the supporting sponsors; **Abu Dhabi Terminals**, **CANPACK Middle East. Dubai Investments** and **Farnek**, for their steadfast commitment.

Special thanks were extended to the supporting entities, including **Almarai**, **Aster DM Healthcare**, **Del Monte**, **Fujairah Plastic Factories**, and **Oasis Water**, whose collaboration greatly enriched the campaign's efforts. She further appreciated the CSR partner, the Arabia CSR Network, for its instrumental role in advancing the campaign's mission. As this year's campaign wraps up, the cumulative impact of Clean UAE stands as a testament to the power of community action, with a total of **1,064,882 volunteers**, **1,190 square kilometers** cleaned, and an astounding **1,708,942 kilograms** of waste collected.































WGBC Executive Committee Meeting

The final Executive Committee meeting of 2024 for the World Green Building Council (WGBC) was held on **10**th **December**. The meeting was attended by Mrs. Habiba Al Marashi, EEG Co-Founder & Chairperson and Vice Chair of WGBC.

Key topics discussed included the review of fiduciary duties, progress updates and the status of previous actions. The meeting concluded with an open session for any other business, where members raised additional points for consideration. This meeting helped to solidify the council's strategic direction as it looks ahead to another year of advancing sustainable building practices worldwide.





EmiratesGBC Engagements

EEG Co-Founder and Chairperson in her capacity as Co-Founder, Vice Chair and treasurer of EGBC actively engaged in several of its programmes in December.

- **01.** On **16**th **December**, the EmiratesGBC held a key Budget Management Committee meeting for the upcoming 2025 fiscal year. During the meeting, members reviewed proposed budget allocations, discussed funding priorities, and examined financial strategies to support EGBC's mission of promoting sustainability in the UAE's built environment.
- **02.** On **19th December**, the EmiratesGBC held its Annual General Meeting (AGM), coinciding with the 2024-Q4 Board Meeting. The AGM focused on reviewing the council's financial performance and membership growth strategies. Updates on ongoing programmes were shared, along with plans for upcoming events in 2025.
- **03.** The 2024-Q4 Board Meeting on **19th December** was also held, where key updates and strategic plans were discussed for the council's continued growth and impact. The review of the financial status, highlighting the council's strong fiscal position and discussing the budget for the upcoming year took place. Plans for financial sustainability and targeted investments to support EmiratesGBC's core programmes were a key focus. There was a focus on upcoming initiatives and events in 2025 and how these events can further promote the council's mission and engage a wider audience.

The 168th Meeting of the Committee of Permanent Representatives

On 17th December, the Emirates Environmental Group (EEG) participated virtually in the 168th meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP). The hybrid meeting, held in Nairobi, provided an important platform for discussions on the future of global environmental governance, focusing on key areas of UNEP's work, strategic planning and ongoing initiatives. The meeting was officially opened by the Chair of the Committee of Permanent Representatives and Ambassador of the Hashemite Kingdom of Jordan to Kenya and Permanent Representative to UNEP.

Among the key discussions during the meeting were:

- 1. **Agenda Adoption:** CPR adopted the 168th meeting agenda on UNEP topics.
- 2. **Executive Director's Report:** Delegations reviewed the UNEP Executive Director's updates.
- 3. **Medium-Term Strategy:** Discussed the strategy and budget for 2026-2029.
- 4. **UNEA-7 Prep:** Focused on UNEA-7 preparations and the ministerial declaration roadmap.
- Audits: Reviewed the 2023 Financial Statement audit and audit recommendations.
- 6. **Subcommittee Report:** Considered the subcommittee's report on activities and draft decisions.

Read More: CLICK HERE (N)

Emirates Environmental Group Plants 15,881 Trees in 2024

The Emirates Environmental Group (EEG) successfully planted **15,881 trees** in 2024, marking a significant milestone in its mission to expand sustainable green spaces across the UAE and help combat climate change. A highlight of this initiative took place on **17**th **December**, during the group's annual "For Our Emirates We Plant" ceremony, held at the picturesque Bee Reserve Area in Ras Al Khaimah. On this day alone, EEG planted **3,884 indigenous trees**, with over **1,500 participants** from **182 companies**, **62 schools**, and **209 families** coming together to support environmental stewardship and sustainability.

The event was honoured by the presence of **HH Engr. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi**, President of the RAK Civil Aviation Authority, Member of the Executive Council of Ras Al Khaimah, and Honorary Member of EEG. His Highness highlighted the broader significance of the initiative, stating, "By creating sanctuaries for vital species like bees and expanding our green cover, we are contributing meaningfully to the UAE's Year of Sustainability for the second year in a row."

In her speech, EEG's Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, emphasized that the trees planted during the event would provide habitats for bees, birds and other species and act as natural carbon sinks, helping to mitigate emissions and contribute to several UN SDGs.

This year's tree planting focused on the Samar tree (Acacia Tortilis), a resilient native species well-suited to the UAE's arid environment. Known for its ability to thrive in harsh conditions, the Samar tree helps improve soil quality and supports local biodiversity. Since the programme's inception in 2007, EEG's "For Our Emirates We Plant" programme has led to the planting of over **1,241,485 trees** across the country, making a significant contribution to the UAE's sustainability goals and sequestering **12,627.69 MT** of CO₂ emissions annually. The success of the event was further supported by the generous in-kind contributions from organisations such as **Almarai**, **Aster**, **Del Monte** and **Orient Irrigation**, who recognise the importance of collaboration in achieving long-term sustainability goals.

The ceremony culminated in a hands-on tree planting activity, where participants actively contributed to the cause. The day also featured a delightful buffet of local cuisine, enhancing the sense of community spirit. Participants departed with a renewed sense of purpose, inspired by EEG's enduring motto: "Together for a Better Environment."













Celebrating the 10th Cycle of "Green December"

The Green December campaign of 2024 marked a special milestone as it celebrated its 10th cycle. This year's edition which started on 1st December and concluded on 24th December, was particularly significant, as it was expanded to welcome a much larger and more diverse group of participants than ever before. For the 1st time, it opened its doors to student members and non-student members, corporations, individuals and academic institutions. This special edition was a powerful demonstration of how collective action across all sectors of society can come together to make a lasting impact on the environment.

Since its inception in 2014, Green December has been committed to promoting environmental literacy and encouraging sustainable practices, particularly around the culture of recycling. Over the years, it has become a highly anticipated campaign, and the 10th cycle was an opportunity to amplify its reach and impact. The response this year was overwhelming, as participants from various sectors contributed with enthusiasm, showcasing the collective desire to create a greener, more sustainable future.

Key Achievements of Green December 2024 Project:



41.093





12,337



ALUMINII CANS (k









TONER
CARTRIDGES (pc)



MOBILE PHONES(pc)

These contributions led to significant environmental benefits:



Reduction of 209.1 MT of CO₂ emissions



Conservation of 540.4 m³ of landfill space



Preservation of 1,494



Saving of 3,457 gallons of gasoline



Energy savings of

Green December 2024 demonstrated the power of unity in addressing global environmental challenges. We are proud to recognise the highest student member achievers across the various categories, each of whom will receive a 1-year complimentary membership with EEG for their outstanding contributions:

PAPER: Alina Abdul Kader PLASTIC: Ekagr Chhibber ALUMINIUM CANS: Trisha Sayani GLASS: Lena Murali

Congratulations to all participants, especially those who went above and beyond in their commitment to sustainability. As we reflect on this special edition of Green December, we are reminded of the difference we can make when we unite for a common cause. Together, we have laid the foundation for even more ambitious environmental initiatives in 2025 and beyond.

GUD Board Meeting: Reflecting on a Year of Success

On **30th December**, the Global Urban Development (GUD) Board gathered for an important meeting, focusing on board elections and reviewing the council's achievements over the past year. The meeting was virtually attended by Mrs. Habiba Al Mar'ashi, EEG Co-Founder & Chairperson and Vice Chair of GUD, who offered her continued support for the group's efforts and strategic direction.

The meeting highlighted the significant progress made in 2024, particularly the successful launch of the Sustainable Innovation Zones and the pioneering Joint Initiative for Climate-Neutral Smart Cities, led by the Government of Sweden. These initiatives have garnered international recognition, fostering global collaboration in sustainable urban development and positioning GUD as a key player in the movement towards sustainability.

During the meeting, the GUD Chairman provided a brief update on the organisation's recent and ongoing progress, reaffirming its dedication to driving impactful change in urban development. The accomplishments of 2024 have paved the way for even greater progress in 2025 and beyond, with a strong focus on sustainability, smart city development and climate-neutral solutions.

Team Year-end Celebration

As 2024 draws to a close, the EEG team gathers to reflect on the outstanding achievements and progress made throughout the year. During the year-end celebration on 30th December, the EEG team took the opportunity to look back with pride on the remarkable successes of 2024. From large-scale clean up and tree planting campaigns to engaging in meaningful dialogues with the private and public sectors, EEG has made significant strides in promoting sustainability and environmental stewardship in the academic sector engaging thousands of students from the UAE and beyond.





As the team celebrated these accomplishments, they also turn their focus to the exciting year ahead. While 2024 was a year of reflection and growth, 2025 promises to be one of bold action and expanded influence. EEG is preparing to build upon its successes, with an even more ambitious strategy to address pressing environmental challenges facing the region. The upcoming year will see the continuation of its environmental campaigns, the expansion of its educational initiatives, and the forging of stronger partnerships that will enable EEG to reach new heights in its efforts to promote sustainability.



Can Collection Day 2025

EEG invites everyone in the UAE to continue pushing the boundaries of sustainability in this new year. In 2024, we celebrated remarkable success, especially in our Can Collection Campaign, where we surpassed our goal and actually managed to collect 32,804 kg of aluminium cans. For 2025, we aim to raise the bar even higher with a target of collecting 35,000 kg and beyond. We are thrilled to invite you and your organisation to participate in the 29th Cycle of the Can Collection Campaign.

Since its launch in 1997, EEG has successfully collected over 439,796 kg of aluminium cans, resulting in a reduction of 6,601 MTCO. emissions, saving 100.091 Million BTU of energy, and reducing landfill size by 10.676 m³. These milestones demonstrate the significant impact of collective action in achieving sustainability. Start collecting aluminium cans now and bring them to your designated collection point on Saturday, 22nd February 2025. Together, let's make 2025 a year of remarkable actions for the planet! Register Now. (CLICK HERE N)

Launch of the 16th Cycle of "One Root, One Communi-tree"

As we step into 2025 with renewed hope and energy, Emirates Environmental Group (EEG) is excited to announce the roll out phase 1 of the 16th cycle of our flagship community recycling project, "One Root, One Communi-tree". This initiative is a powerful reminder of the collective impact we can make when we come together to protect and preserve our environment. Phase 1 will run from 25th January to 25th May 2025, and we invite you to join us on this exciting and impactful journey.



In 2024, the One Root, One Communi-tree campaign united all sectors to drive environmental change.



As a participant, you will also have the opportunity to plant a native tree in your name on 18th December 2025, with the number of trees you can plant proportional to the recycling targets you achieve. Together, we can make 2025 another year of impactful action. By participating, you will not only receive a Certificate of Participation, but also contribute to securing a sustainable future for generations to come. Register Now! (RUCK HERE N)

Panel on "Emergence of AI: A Boon or Detriment to Sustainability?"

Emirates Environmental Group (EEG) is pleased to share that it is organising its panel discussion of 2025, focusing on the transformative role of Artificial Intelligence (AI) in sustainability. As the world continues to face urgent environmental challenges, the need for innovative solutions has never been clearer. With this in mind, EEG, in collaboration with the Arabia CSR Network, invites you to join the discussion on the topic "Emergence of AI: A Boon or Detriment to Sustainability?". This thought-provoking session will delve into the potential of AI to both enhance and challenge sustainability efforts. As AI rapidly evolves across industries, it is crucial to examine its role in addressing environmental issues, while also considering the risks it may pose.



The event will begin with an engaging debate featuring student teams from EEG's active academic member schools. These teams will present arguments for and against Al's impact on sustainability, backed by evidence and critical reasoning. Following the debate, an expert panel will continue the discussion, offering valuable insights on how AI can contribute to or hinder progress in achieving sustainable development.

DATE: Wednesday, 29th January 2025 TIME: 10:00 am - 12:30 pm VENUE: Dubai, UAE REGISTER: CLICK HERE (8)

Member News

EEG MEMBERS' UPDATE 2 renewed corporate members in the month of December 2024 **Corporate Membership Dubai World Trade Centre** Renewal ADEEB ELECTRICAL AND ELECTRONICS SERVICES COMPANY - SOLE PROPRIETORSHIP L.L.C. Renewal



January 2025

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

- » Reduction of 314 (MTCO₂e) GHG
- Saving of 2,693 Million BTÚ of Energy
- Saving of 767 m³ of Landfill Space Saving of 1,940 Trees from being felled Saving of 3,578 Gallons of Gasoline















» Saving of 3,578 Gallons of Gasoline				ı —
PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In December 2024, the EEG successfully collected 65,893 kg of paper from 165 participating entities, reflecting a 32% decrease compared to the previous month. This decline was influenced by the collection team's involvement in the Clean UAE and tree-planting initiatives during the same period. We extend our heartfelt gratitude to the community for their active participation and encourage everyone to sustain their environmental efforts. Together, we can achieve our targets through ongoing initiatives and projects.	ABB industries LLC	2,032	Sultan Ali Alzaabi	1,592
	Delta Hotels by Marriott JBR	1,660	Ayaan Abdul Kader	593
	Verger Delporte UAE LTD	1,636	Alina Abdul Kader	500
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In December 2024, the EEG successfully collected 2,390 kg of aluminum cans for recycling from 34 participating entities. With your incredible support, we are thrilled to announce that we have achieved this year's target of 31,800 kg! We extend our heartfelt gratitude to everyone who contributed to this milestone and encourage continued efforts in recycling to sustain our collective environmental impact. Thank you for making this achievement possible!	Emirates Flight Catering	890	Ahmed Saba Al Nuaimi	139
	Rixos Al Mairid	460	Trisha Nikhilkumar Sayani	44
	Mercure Hotel Suites & Apartments	150	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In December 2024, the EEG collected 10,914 kg of plastic from 120 participating entities, reflecting an 20% increase compared to the previous month. We encourage the community to maintain this positive momentum by continuing their efforts to divert plastic waste from our landfills and oceans, contributing to a cleaner and more sustainable environment.	Wasl	705	Ali Darwish Mubarak Salim Alzaabi	1,539
	Savoy Suites Hotel Apartments	462	Saeed Ahmed Khalifa Al Hamly	202
	Flora Inn Hotel	340	Vineet Thadhani	89
TONER COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In December 2024, the EEG collected a total of 286 toner cartridges from 14 participating entities, reflecting a 25% decrease compared to the previous month. We are proud to share that, with your support, we have successfully achieved this year's target for toner cartridge recycling. This highlights the powerful impact even a small number of dedicated entities can have in advancing the sustainability agenda. We encourage more participants to join us in increasing the number of toner cartridges collected and diverted from landfills, further contributing to a greener future.	Jaleel Holdings LLC	21	Sai mahalakshmi Sri Lasya	84
	Upchemy FZE	19	Jovita Bhumik	70
	Emirates Green Building Council	16	Shanaya Molkar	30
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In December 2024, the EEG collected 998 mobile phones from 5 participating entities, representing an impressive 311% increase compared to the previous month. We thank our members and participants for their efforts and encourage them to continue collecting and depositing old mobile phones. By doing so, we can tackle the growing e-waste challenge driven by increasing digital connectivity. Let's join hands to conserve valuable resources and ensure these materials are properly recycled for a sustainable future.	Dubai Public Prosecution	831	-	-
	Jaleel Holdings LLC	21	-	-
	Ministry of Climate Change and Environment	20	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (pcs)	Families	Quantity (Pcs)
In December 2024, EEG successfully collected 14,837 kg of glass bottles from 65 participating entities, reflecting a 17% decrease from the previous month. However, we are pleased to announce that we have reached 98.9% of our annual target. Let's join hands to conserve valuable resources and ensure these materials are properly recycled for a sustainable future.	Dubai World Trade Centre	4,000	Mariah Mubarak	984
	Grand Plaza Movenpick Media City	1,280	Lena Murali	177
	Two Seasons Hotel & Apartments	900	Ahmed Ali Al Kindi	125
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In December 2024, EEG collected 3,325 kg of e-waste for recycling from 23 participating entities, marking a 43% increase compared to November. As e-waste continues to rise both nationally and globally, it is crucial that we prevent it from ending up in landfills. We encourage everyone to take positive action in the coming months to ensure the continued success of our e-waste collection efforts and contribute to a sustainable future.	Jaleel Holdings LLC	1,739	Hamza Imtiaz	150
	Dubai Public Prosecution	167	Jameela Alzaabi	126
	Nextcare Claims Management LLC	151	Sai Shrishti Sivakumar	66
SCRAP METAL COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
In December 2024, EEG collected 1,610 kg of scrap metal from 23 participating entities, reflecting a 37% increase compared to the previous month. Improper disposal of metals can contribute to significant greenhouse gas emissions, making proper management essential. We are proud to announce that we have already reached our annual target for scrap metal collection. We encourage everyone to continue supporting this important campaign by depositing old iron, stainless steel, copper, and other common yet valuable metals for recycling.	Marco Polo Hotel	258	Fateem Ali Alzaabi	261
	Delta Hotels by Marriott JBR & Wasl (Tie)	10	Afra Ali Alzaabi	186
	-	-	Mizna Ali Al Zaabi	80

EEG urges all its members & participating entities to maximise their contributions to achieve the set targets of the above campaigns and excel in collections for societal welfare. Together we are spearheading a transformative effort to make tangible impact for a sustainable future.

