

EEG EDU NEWS

Together for a Better Environment[®]



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



January 2025
Issue 01

2025

Season's Greetings

HAPPY NEW YEAR

Upcoming Events



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Reach Out to EEG for More Details



BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
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Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or
email eeg@emirates.net.ae - www.eeg-uae.org



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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 nationwide 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 **10th 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 **16th 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 **19th 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.



Our Own High School Al Warqa'a joins the 23rd Cycle of Clean UAE

In an inspiring demonstration of environmental leadership, Our Own High School, Al Warqa'a, played a key role in the success of the 23rd cycle of the 'Clean UAE' campaign, organised by the Emirates Environmental Group (EEG). On **11th December**, as part of the nationwide initiative running from **5th to 14th December**, the school's more than 1,000 students, supported by dedicated teachers and EEG staff, launched an ambitious clean-up effort in the surrounding areas of the school's premises expanding more than 5 km. Dubai Municipality joined the programme by providing invaluable support in the form of skips and labourers, ensuring the smooth and efficient removal of waste.

Through their unwavering commitment, the students successfully collected an impressive **680 kg** of waste, showcasing their dedication to preserving the environment, conserving local ecosystems, and promoting responsible resource management. The involvement of students was a testament to the entire school's strong commitment to sustainability, as they fully embraced EEG's 'Clean UAE' campaign. This collective action reflects the school's holistic approach to environmental stewardship, underscoring the significant role educational institutions play in fostering a cleaner, more sustainable national environment.

This clean-up effort is not a one-time occurrence but a proud yearly practice for Our Own High School, Al Warqa'a, highlighting the school's long-standing dedication to environmental pro-action. The school's multifaceted engagement with the campaign also highlights a powerful narrative of youth empowerment and community-driven environmental action. Their efforts align seamlessly with EEG's mission to cultivate a culture of sustainability amongst the future generation, proving that when young people come together, they can make a lasting impact on both their immediate surroundings and the future of the planet.



Collaboration with Dubai Municipality

On **12th December 2024**, the EEG team, in collaboration with Dubai Municipality's Waste Strategy & Projects Department, conducted a workshop titled "Waste Segregation at the Source" at Our Own High School, Al Warqa - Dubai. The event engaged 100 Grade 3 students through 2 interactive sessions, each comprising a 20-minute presentation followed by a 40-minute handcraft activity. The workshop highlighted the significance of waste segregation at its origin and showcased the Municipality's initiatives, empowering students with practical knowledge and actionable steps to contribute towards a more sustainable environment.

Environmental Drawing Competition 2025

The Emirates Environmental Group (EEG) is excited to launch the 20th Cycle of its annual Environmental Drawing Competition, a very popular competition that encourages students across the UAE to express their creativity while raising awareness about important environmental issues. This year's themes are:



Group	Age	Topic
1	8-6	The Power of Trees: Guardians of the Earth
2	11-9	Sunshine & Rainbows: Celebrating Renewable Energy
3	14-12	E-Waste: Modern Day Crisis

Kicking off in December 2024, the competition invites students to dive into these critical topics and share their perspectives through art. "The Power of Trees" highlights the vital role trees play in sustaining life, fighting climate change, and supporting biodiversity. "Sunshine & Rainbows" shines a spotlight on renewable energy solutions, such as solar and wind power, and their role in creating a sustainable future. Meanwhile, "E-Waste" calls attention to the growing challenge of electronic waste, encouraging thoughtful recycling and disposal practices.

It is a unique chance for young minds to combine their artistic talents with a commitment to protecting the environment. EEG hopes that through exploring these themes, students will gain a deeper appreciation and be inspired to take action in their communities. As we celebrate the 20th Cycle, EEG looks forward to seeing the creativity and passion of the next generation of environmental advocates come to life through their artwork.

To ensure your school secures a spot in this highly anticipated competition, we request you to kindly complete your registration via the following link: [CLICK HERE](#)

For inquiries, EEG's team is available to assist you by reaching out to edu@eeg.ae, eeg@emirates.net.ae, or by phone at 04344 8622 / 04 344 8130 or mobile 050 195 8138.



Art from Waste Competition

Plastic, glass, paper, e-waste and similar materials are often viewed as waste, but they hold incredible potential when recycled. Unfortunately, many people discard these items without realising their significant value-for us and for the environment as well. According to the United Nations Environment Programme (UNEP), over 380 million tonnes of plastic are produced globally every year, yet only 9% of it being recycled, while an alarming 79% end up in landfills or the natural environment. Meanwhile, the Environmental Protection Agency (EPA) reports that recycling just one tonne of paper can save around 17 trees, 7,000 gallons of water and 3 cubic metres of landfill space.



To highlight the importance of reducing, reusing, recycling and upcycling-essential practices for protecting the environment and wildlife-the Emirates Environmental Group is rolling out the "Art for Waste" Competition 2025. This competition supports several United Nations Sustainable Development Goals, including Goals 4, 8, 9, 11, 12, 13 & 17. The competition offers age-specific art projects that aim to spark creativity and raise environmental awareness among the student community.

1. Ages 9-11: Sea Turtle
2. Ages 12-14: Flamingo
3. Ages 15-17: Oryx Leucoryx
4. Students of Determination (Ages 9-17): Any of the above 3 species

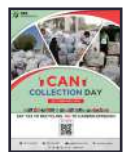
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Upcoming Events

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 MTCO₂** 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](#)



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.

	Paper	Plastic	Glass	Aluminium Can	E-Waste	Toner Cartridges	Mobile Phones
Phase 1	274,315	39,267	52,806	2,131	1,602	2,128	143
Phase 2	332,922	37,055	58,695	3,379	4,419	3,410	1,296

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! [CLICK HERE](#)

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 AI'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](#)



EEG MEMBERS' UPDATE

EEG welcomed 04 new students, 07 renewed students in the month of December 2024

Student Membership

Rishith Sai	New	Mugunthan Kannan	Renewal
Abhinav Sobti	New	Durga Sachin Nair	Renewal
Preetika Srivastav	New	Simonne Fernandes	Renewal
Achyut Veeruchi Kumar	New	Kaashinadh Arun	Renewal
Noor Mohammed AlJanaahi	New	Ali Zain Vakil	Renewal
Abarnaa Sai Veeraraghavan	Renewal	Shraddha Varma	Renewal

UN News



Global Plastic Pollution Treaty Talks Stall in Busan

Negotiations at the 5th UN Intergovernmental Negotiating Committee meeting in Busan, South Korea, aimed at creating a legally binding global treaty to tackle plastic pollution, ended without agreement. Over 100 countries supported proposals to cap plastic production, but a few oil-producing nations, including Saudi Arabia, resisted calls for production limits, favouring instead measures to manage plastic waste.

The meeting, initially expected to finalise a global treaty, revealed significant divisions, particularly over issues such as capping plastic production, managing harmful chemicals in plastics and securing financial support for developing nations. Panama's proposal, backed by many countries, suggested setting global production reduction targets but other nations pushed for less stringent measures.

Despite progress in some areas, key decisions were postponed. The debate highlighted a divide between countries prioritising environmental action and petrochemical-producing nations reluctant to limit plastic production. Had these divisions been resolved, the treaty could have become one of the most significant environmental agreements since the Paris Agreement.

This setback follows a similarly turbulent COP29 summit in Azerbaijan, where procedural delays also hampered progress. Advocates for stronger plastic regulations, including Rwanda who stressed the urgency of a binding treaty, warning that voluntary measures would not suffice.

With plastic production set to triple by 2050 and microplastics already contaminating the environment, negotiators remain determined to reconvene talks. Panama emphasised that delaying negotiations only exacerbates the crisis, urging continued momentum towards a meaningful treaty.

UNEP NEWS



UNCCD Highlights Urgent Need to Restore Degraded Land by 2030

A new report from the United Nations Convention to Combat Desertification (UNCCD) reveals that at least USD 2.6 trillion in investments are required by 2030 to restore over one billion hectares of degraded land and build resilience to drought. The report, titled Investing in Land's Future: Financial Needs Assessment for UNCCD, was launched at COP16 in Riyadh - Saudi Arabia recently. It calls for daily investments of US\$1 billion to meet global land restoration targets and combat desertification.

The Executive Secretary of UNCCD stressed the need for increased investments, stating, "Every dollar invested in healthy land is a dollar invested in biodiversity, climate and food security." Despite the urgent need, global investments are currently falling short by \$278 billion annually, which threatens to exacerbate the already dire impacts of land degradation and drought, which affect over 3.2 billion people.

With 40% of the world's land degraded and rising droughts projected to affect three in four people by 2050, the report underscores the critical importance of restoring land to prevent further economic and social losses. Desertification alone costs the global economy \$878 billion annually, far surpassing the required investments to reverse the damage.

The Managing Director of UNCCD's Global Mechanism called for unprecedented collaboration across governments, the private sector, and international organisations to close the financing gap. Scaling up investments in land restoration is essential not just to meet targets but to secure a sustainable future for billions worldwide.

UNCCD NEWS



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 BTU of Energy**
- » **Saving of 767 m³ of Landfill Space**
- » **Saving of 1,940 Trees from being felled**
- » **Saving of 3,578 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Schools	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.	Al Saada School Dubai	5,843	Sultan Ali Alzaabi	1,592
	Dubai National School Al Barsha	5,495	Ayaan Abdul Kader	593
	Gems Modern Academy	5,167	Alina Abdul Kader	500
CAN COLLECTION CAMPAIGN	Schools	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!	Dubai Womens College	10	Ahmed Saba Al Nuaimi	139
	-	-	Trisha Nikhilkumar Sayani	44
	-	-	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
In December 2024, the EEG collected 10,914 kg of plastic from 120 participating entities, reflecting a 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.	American School of Creative Science Maliha	645	Ali Darwish Mubarak Salim Alzaabi	1,539
	Umm Al Quwain School 2cycle for Boys	130	Saeed Ahmed Khalifa Al Hamly	202
	Al Walaa Chater School	120	Vineet Thadhani	89
TONER COLLECTION CAMPAIGN	Schools	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.	The Sheffield Private School	16	Sai mahalakshmi Sri Lasya	84
	-	-	Jovita Bhumik	70
	-	-	Shanaya Molkar	30
MOBILE COLLECTION CAMPAIGN	Schools	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.	Delhi Private School Dubai	102	-	-
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	Abdulla Bin Al Zubair Private School Al Ain	20	Mariah Mubarak	984
	-	-	Lena Murali	177
	-	-	Ahmed Ali Al Kindi	125
E-WASTE COLLECTION CAMPAIGN	Schools	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.	Delhi Private School Dubai	689	Hamza Imtiaz	150
	Abdulla Bin Al Zubair Private School Al Ain & Sultan Bin Zayed School Al Ain (Tie)	25	Jameela Alzaabi	126
	-	-	Sai Shrishti Sivakumar	66
SCRAP METAL COLLECTION CAMPAIGN	Schools	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.	Sultan Bin Zayed School Al Ain	401	Fateem Ali Alzaabi	261
	Delhi Private School Dubai	58	Afra Ali Alzaabi	186
	Dubai Womens College	10	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.

