

# EEG CORP NEWS

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مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



February 2025  
Issue 02



## CAN COLLECTION DAY

22<sup>nd</sup> FEBRUARY 2025

### Upcoming Events

Recyclables	Electronic & Computer	Recyclables	Waste & Non-Recyclables
Paper	700 kg	Plastic	100 kg
Cardboard	500 kg	E-Waste	250 kg
Glass	300 kg	Metals	150 kg
Waste	100 kg	Others	50 kg
Aluminium Cans	10 kg	Aluminium Cans	10 kg
Styrofoam	10 kg	Styrofoam	10 kg
Media Phones	10 pcs	Media Phones	10 pcs

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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](mailto:eeg@emirates.net.ae) - [www.eeg-uae.org](http://www.eeg-uae.org)



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## Habiba Al Mar'ashi

Dear members, partners and valued readers,

As we move into 2025, it is with great optimism that I share this message with you, reflecting on the achievements of January and setting the tone for the months ahead. This new year brings renewed commitment, energy, and determination to our shared mission of advancing environmental sustainability especially with the announcement of the leadership of the country as the 'Year of Community'. The Emirates Environmental Group (EEG) has always been a catalyst for positive change, and the events of January have been no exception. With great pride, I look back on our continued progress and the impactful initiatives we have led and supported. These early steps in the year are a testament to the strength of our partnerships and our unwavering dedication to environmental preservation.

January was a month that demonstrated the power of collaboration, as we actively participated in several crucial national and regional dialogues. January kicked off with an exciting milestone as on the **14<sup>th</sup> January** we celebrated the MoC Signing event with Apparel Group and One Hive. This important event marked a significant collaboration, strengthening our ongoing efforts in sustainability through strategic partnerships. Following this, Emirates Environmental Group actively participated in the **World Future Energy Summit (WFES)** from the **14<sup>th</sup> to 16<sup>th</sup> January**, where we proudly showcased our impactful environmental initiatives. The summit provided an invaluable opportunity for us to engage with like-minded individuals and organisations, setting the stage for greater collaborations in the future. The conversations and connections made at WFES reinforced the need for collective action in tackling climate change and promoting sustainability.

On **15<sup>th</sup> January**, I participated at the **WiSER Annual Forum**, in a round-table discussion on "Accessibility: Empowering Emerging Economies." This forum highlighted the importance of using sustainability as a tool to empower emerging economies and set the foundation for meaningful conversations about how to leverage climate action to drive economic growth in developing regions.

The following day, on the **16<sup>th</sup> January**, I had the pleasure to be the Chief Guest Speaker at the Inter-School Environment Competition - SustainX, hosted by Our Own High School Dubai. This event was particularly inspiring as it brought together young, passionate students from different schools who showcased their commitment to environmental conservation and sustainability. It was encouraging to see the energy and enthusiasm of the next generation of environmental leaders. It was also heartening to see how Our Own High School, continues to incorporate one of EEG's educational programmes into their events, reflecting their long-standing commitment to environmental education.

A major milestone for us in January was the **launch of the 18<sup>th</sup> cycle of the Arabia CSR & Sustainability Awards** that took place on **20<sup>th</sup> January**, where EEG serves as the Environmental Partner. This award is vital in recognising organisations that are driving positive environmental change across the region, and we are proud to be associated with it. It marks a significant step in highlighting the importance of sustainability in corporate responsibility and shaping the future of green business practices.

On **23<sup>rd</sup> January**, we participated in the Subcommittee Meeting of the Committee of Permanent Representatives (CPR), which focused on critical issues such as pollution, health and the Towards Zero Waste programme. These discussions were incredibly valuable in shaping the future of environmental policy, and it was a reminder of the importance of aligning our efforts with the global community's commitment to a cleaner, healthier, and more sustainable world.

On **27<sup>th</sup> January**, EEG held its **1<sup>st</sup> Board Meeting** of the year, where we laid out our strategic goals and plans for the year 2025. This meeting provided a solid foundation for the work we will be doing in the near future, with a clear vision for the challenges and opportunities that lie ahead.

We concluded the month on a high note with EEG's special edition **1<sup>st</sup> Panel Discussion for 2025 on the 29<sup>th</sup> January**, titled "**Emergence of AI: A Boon or Detriment to Sustainability?**". This engaging discussion brought together experts, thought leaders and students to explore the impact of Artificial Intelligence on sustainability. The lively debates underscored the importance of balancing technological advancements with environmental considerations as we navigate the future of sustainability.

In addition to these important events, we also launched our flagship community recycling project, "**One Root, One Communi-tree**" (OROC), which encourages individuals, academic institutions and businesses to collect recyclables and plant native trees. Last year, OROC 2024 saw the participation of **825** organisations, resulting in the collection of over **600,000 kg** of materials and the planting of **1,383** trees. This year, we aim for even greater success and continue to empower communities to take part in meaningful environmental actions.

Looking ahead, we are excited about our Can Collection Day on **22<sup>nd</sup> February 2025**, a significant event in our ongoing sustainability campaigns. We achieved remarkable success in 2024, particularly in the "**Can Collection Campaign**," where we exceeded our goal of collecting **31,800 kg** of aluminium cans by gathering over **32,833 kg**. This year, we aim to raise the bar even higher, setting our sights on collecting **35,000 kg**.

Additionally, our Annual Gala Dinner will take place on **25<sup>th</sup> February 2025**, marking the end of the month before Ramadan. The event will bring together our members, partners, and sponsors to celebrate our achievements and the contributions of those who support our mission.

As you can see, the start of this year has been filled with a lot of engagement, and the work is only just beginning. We encourage you to read more about these exciting activities and upcoming initiatives inside this newsletter.

January has been a month of significant accomplishments, setting a strong foundation for the year ahead. We are incredibly proud of the work we have undertaken, and we remain committed to building a sustainable future through collaborative efforts, innovative solutions and the unwavering support of our members, partners and volunteers. Together, we are making a meaningful contribution to a healthier planet.

As we continue our journey through 2025, we are excited to share more updates and look forward to achieving even greater success in the months ahead. We need to put our hands together and work for a better future.



## Advancing the UAE National Cluster Strategy: Focus on Food Waste Reduction

The Ministry of Economy convened a critical meeting to propel the UAE National Cluster Strategy forward, with an emphasis on the Food Cluster initiative. This initiative supports the National Food Security Strategy 2051 by aiming to establish a sustainable and innovative ecosystem for food production. Emirates Environmental Group (EEG) attended in the meeting, joining government officials and industry leaders in addressing food loss and waste across the supply chain.

The agenda included a review of progress since November, updates on ongoing initiatives, and prioritisation of challenges such as insufficient data infrastructure, limited recycling options and inefficiencies in logistics. After a collaborative voting process, participants identified two key priorities: leveraging technology to reduce food loss and expanding options for redistributing unsellable goods.

Highlights from the meeting included updates on the Ramadan Food Rescue Project and campaigns to promote behavioural change among consumers. Discussions emphasised the need to address cultural and logistical barriers to food waste reduction while improving coordination among various stakeholders.

The meeting concluded with the establishment of working groups to address key challenges, detailed action planning for pilot initiatives and plans for follow-up meetings to assess progress. EEG's participation underscores its dedication to driving positive change in alignment with the UAE's sustainability goals and global efforts to combat food waste.

## Forging a Strategic Partnership for Innovation

On **14<sup>th</sup> January**, Emirates Environmental Group marked a significant milestone with the signing of a Memorandum of Contract (MoC) alongside Apparel Group and One-Hive. This landmark collaboration signaled a bold stride towards innovation, sustainability and cross-industry progress.

The prestigious event was graced by **H.E. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi**, Chairman of the Department of Civil Aviation, Ras Al Khaimah and Chairman of One-Hive; **Mrs. Habiba Al Mar'ashi**, Co-founder and Chairperson of EEG; and **Mr. Neeraj Teckchandani**, CEO of Apparel Group. Their presence underscored the critical importance of this partnership in driving meaningful change and exploring transformative opportunities in sustainability and innovation.



This strategic alliance reflects EEG's enduring commitment to fostering collaboration and implementing innovative solutions for a sustainable future. As this promising journey unfolds, the development of innovative projects and initiatives that benefit communities, industries and the environment alike is eagerly anticipated. This partnership stands as a testament to the shared vision of all parties involved and serves as a rallying call for organisations to unite in creating a sustainable and prosperous future for all.

## EEG Showcases Sustainability at World Future Energy Summit

In a remarkable testament to its commitment to sustainable development, the Emirates Environmental Group actively participated in the World Future Energy Summit (WFES), held at the Abu Dhabi National Exhibition Centre from **14<sup>th</sup> to 16<sup>th</sup> January 2025**. EEG's stall, located in Hall 2, served as an active hub of engagement and innovation, highlighting the organisation's impactful initiatives towards environmental sustainability.

The EEG Co-Founder and Chairperson, Habiba Al Mar'ashi, also attended the summit and welcomed numerous distinguished visitors to the stall. Her presence underscored EEG's pivotal role in fostering partnerships and advancing environmental advocacy on both local and global stages.

The WFES, hosted by Masdar as part of Abu Dhabi Sustainability Week, provided a globally acclaimed platform for industry leaders, policymakers, and organisations united by a shared vision of addressing climate challenges. Through interactive displays and meaningful dialogue, EEG showcased its contributions to advancing renewable energy and sustainability in the UAE and beyond.

EEG extends its sincere gratitude to all the attendees who visited the stall and engaged in discussions about creating a more sustainable future. Together, we remain steadfast in our commitment to driving positive change and achieving a greener tomorrow.



## EEG Judges Arab StarPack Finalists

Emirates Environmental Group, a voting member of the World Packaging Organisation (WPO), proudly contributed to the judging of the Arab StarPack 2025 contest. As part of the jury panel, EEG Chairperson, evaluated the shortlisted applications from student innovators across the region.

The judging process, hosted on Arab Star Pack's online administration platform, concluded on **15<sup>th</sup> January**. The submissions reflected the creativity and commitment of students to sustainable and innovative packaging solutions, aligning with the broader goals of promoting environmental sustainability and advancing circular economy practices. EEG is committed to its collaboration with Arab StarPack and to encouraging the next generation of designers to embrace sustainability in their work.



## Highlighting Inclusive Green Economy at WiSER Forum 2025

Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group joined a distinguished panel at the WiSER Annual Forum 2025, held at the Abu Dhabi National Exhibition Centre (ADNEC) on **15<sup>th</sup> January**.

Participating in the roundtable discussion titled Accessibility: Empowering Emerging Economies, she addressed the systemic barriers faced by women entrepreneurs in underserved communities and also emphasised the importance of access to green technologies, essential funding and tailored capacity-building programmes.



The Chairperson underscored the critical need for solutions that bridge the funding gap, address the digital gender divide and provide training that is sensitive to local contexts. Drawing from impactful initiatives across the MENA region, she highlighted how gender-responsive policies, sustainable practices and partnerships with local organisations can empower women to become key drivers of the green economy. The forum served as a platform for EEG to advocate for targeted actions and foster collaboration among global stakeholders to promote inclusivity and equity in the transition to sustainability. Her contributions reinforced the necessity of placing women at the heart of the green economy dialogue.

## Empowering Young Minds for Sustainability at SustainX 2025

On **16<sup>th</sup> January**, EEG Chairperson (CP), attended the SustainX event at Our Own High School - Dubai, where she delivered a keynote speech as the Chief Guest. A long-standing academic member of EEG since 2011, Our Own High School, has consistently demonstrated its dedication to sustainability and environmental responsibility, making it an exemplary host for this significant event.

SustainX, serves as a dynamic platform for young innovators to address pressing global challenges aligned with the United Nations Sustainable Development Goals (UNSDGs). In her speech, the CP highlighted the vital role of youth in shaping a sustainable future. She reflected on EEG's 33 years of championing environmental awareness, emphasising that today's students are not only participants but also catalysts for transformative change.

Drawing attention to the urgent realities of climate change, she encouraged students to think creatively and critically, reminding them of their potential to develop innovative solutions that drive meaningful progress. She urged students to align their efforts with both national and global sustainability objectives and she also extended an invitation for students to join EEG as ambassadors for sustainability, inspiring them to lead by example in their communities.

## Supporting the 18<sup>th</sup> Cycle of the Arabia CSR & Sustainability Awards

Emirates Environmental Group is proud to continue its longstanding partnership with the Arabia CSR Network (ACSRN) as the environmental partner for the 18<sup>th</sup> Cycle of the "Arabia CSR & Sustainability Awards," launched on **20<sup>th</sup> January**. This prestigious platform honours organisations that demonstrate leadership in sustainability and corporate social responsibility across the Arab region, while promoting innovative initiatives that contribute to positive environmental and societal change. The launch event also marked the unveiling of a newly redesigned website for the Awards. The updated platform offers an improved digital experience with a more user-friendly application process, rich resources and highlights from past winners' successes. This is a testament to ACSRN's commitment to enhancing sustainability practices through technological innovation and accessibility.

The Awards programme features 16 categories, providing organisations with opportunities to showcase their achievements in various sectors, including energy, healthcare, education and hospitality. Key dates for the 2025 cycle include the Awards Clinic on **15<sup>th</sup> April**, the submission deadline on **30<sup>th</sup> June**, and the grand Awards Ceremony on **7<sup>th</sup> October 2025**, under the esteemed patronage of **H.H. Eng. Sheikh Salem Bin Sultan bin Saqr Al Qasimi**.

**Registration is now open. EEG encourages all its member organisations dedicated to sustainability to register and participate in this esteemed and informative awards scheme.**



## Joining the Launch of the Retail4Impact Initiative

On 21st January, the Emirates Environmental Group (EEG) participated in the launch webinar of the Retail4Impact Initiative, introduced by the One Planet Network Consumer Information Programme. This innovative programme aims to improve product sustainability communication and combat greenwashing, addressing a critical global issue. Studies reveal that 40% of online green claims may mislead consumers (ICPEN, 2021), eroding trust and creating barriers to sustainable consumption. Retail4Impact seeks to empower businesses, particularly retailers and brand producers, to provide credible sustainability information. It leverages UNEP's Guidelines for Product Sustainability Information to strengthen transparency and enhance consumer confidence.

The initiative offers technical workshops throughout 2025 in English and Spanish, focusing on addressing regulatory demands, improving sustainability communications and fostering collaboration among businesses. By participating in the launch, EEG aligned itself with efforts to drive sustainable consumption and build a trustworthy green marketplace. The launch webinar provided an overview of the initiative, highlighting strategies to tackle greenwashing and exploring the role of the retail sector in fostering sustainability. Retail4Impact is a vital step towards transforming global markets into transparent and sustainable systems. EEG's engagement underscored its commitment to advancing credible environmental practices and its role as a leader in sustainability advocacy.



## The Kunming Biodiversity Fund Webinar

On **22<sup>nd</sup> January**, EEG participated in the informational webinar hosted by the United Nations Environment Programme (UNEP) on the Kunming Biodiversity Fund (KBF). This initiative aims to support developing countries in advancing their National Biodiversity Strategies and Action Plans (NBSAPs). The webinar provided an in-depth overview of the KBF, a newly launched Multi-Partner Trust Fund (MPTF), which is now inviting proposals for its first full-size call and seeking Expressions of Interest (Eoi) for the formation of its Independent Technical Advisory Group (ITAG).

The insights shared by UNEP experts equipped participants with valuable knowledge to navigate the application process and contribute effectively to the fund's objectives. The KBF is a pivotal tool for fostering collaborative efforts to address pressing biodiversity challenges in line with global sustainability goals.

EEG's engagement in the session underscored its commitment to supporting biodiversity conservation efforts globally as it continues to align itself with international frameworks aimed at protecting biodiversity and enhancing environmental resilience in developing regions.

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## Taking Part in the Committee of Permanent Representatives

On **23<sup>rd</sup> January**, EEG joined the Subcommittee Meeting of the Committee of Permanent Representatives (CPR), which was held in a hybrid format. The session was chaired by the Ambassador of the Hashemite Kingdom of Jordan to Kenya and Permanent Representative (PR) to UNEP. The meeting kicked off with an address of the PR, followed by the adoption of the meeting's agenda.

UNEP's Secretariat presented updates on two major thematic areas: Towards Zero Waste and Pollution & Health. The Towards Zero Waste programme focused on advancing waste and wastewater management, while Pollution & Health concentrated on efforts to improve environmental health outcomes.

A key topic at the meeting was the introduction of A Policymakers' Guide to Life Cycle Assessment (LCA), designed to help policymakers use science-based LCA studies in sustainable policy development. Additionally, the outcomes of the 16<sup>th</sup> Conference of the Parties to the Convention on Biological Diversity (CBD COP 16) were reviewed, with a discussion on how these outcomes align with UNEP's work.

EEG actively contributed to these discussions, reinforcing its dedication to supporting UNEP's goals for a more sustainable world and its participation reaffirmed its commitment to biodiversity preservation and sustainable practices.

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## Discussions on Establishing a Science-Policy Panel for Chemicals & Waste

EEG actively contributed to the virtual event titled "Relevant Examples from Other Panels for the Establishment of a Science-Policy Panel to Contribute Further to the Sound Management of Chemicals and Waste and to Prevent Pollution" on **23<sup>rd</sup> January**. It was organised as part of the Road to OEWG 3.2 Series, the session brought together experts and stakeholders to explore lessons from existing science-policy panels like the Intergovernmental Panel on Climate Change (IPCC) and the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).

The discussions centred on how the experiences of IPCC and IPBES could inform the creation of a dedicated science-policy panel for chemicals and waste. Key topics included the engagement of governments and stakeholders, roles and responsibilities of participants, financial frameworks and best practices for ensuring inclusivity and effectiveness. Esteemed speakers shared valuable insights on their respective panels' operations and successes.

EEG's involvement reinforced its commitment to advancing global efforts in pollution prevention and sustainable chemicals management. By actively engaging in the dialogue, EEG aims to contribute to shaping a science-policy framework that ensures transparency, collaboration and robust decision-making.

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## EEG's 32<sup>nd</sup> Board Meeting

On 27th January, the EEG Co-Founder and Chairperson, had the privilege of sharing the organisation's significant progress and achievements with the Board Members during EEG's 32nd Board Meeting held at the EEG office. This pivotal meeting was an opportunity to reflect on EEG's outstanding milestones in 2024 and to set the stage for the exciting initiatives planned for 2025.

Throughout the meeting, highlights of various environmental campaigns and the impact of EEG's extensive community outreach initiatives were shared, underscoring EEG's unwavering commitment to fostering a sustainable and eco-friendly future. The Chairperson, expressed heartfelt appreciation for the dedication and support of the board members, partners and volunteers who have been instrumental in making these accomplishments possible in the year 2024.

The budget for 2025 was presented and approved by the board as well as the conclusion of the financials for the year 2024. This forward-looking financial plan reflects EEG's ambition to enhance its impact and drive innovation. As EEG enters 2025, it remains steadfast in its mission to create a greener, healthier planet through collaborative efforts and bold action.



## Advocating for Sustainability at WG3 Meeting

On **28<sup>th</sup> January**, the Emirates Environmental Group participated in the Working Group 3 (WG3) meeting on Product Lifetime Extension. The virtual meeting, held via Microsoft Teams, brought together global stakeholders dedicated to advancing sustainable practices and extending product lifecycles. The session commenced with a presentation highlighting the six key programmes of the One Planet Network (OPN). The discussion emphasised the challenges posed by e-waste, the fastest-growing waste stream globally, and the critical need for adopting circular economy principles, underscoring the importance of reducing overconsumption and improving e-waste management practices.

As part of the discussions, WG3 co-lead outlined the group's vision to transition away from a throw-away economy. Long-term objectives focused on electric and electronic products, with a specific emphasis on enhancing repair options, empowering stakeholders, and developing strategic policy recommendations to support product lifetime extension. Planned activities included stakeholder mapping, identifying obstacles to repair, and providing actionable policy frameworks for selected countries. The session provided a platform to exchange knowledge, explore synergies, and build connections with participants from diverse regions, including Europe, Africa, Asia, and Latin America. Countries such as the UAE, Canada, Kenya, and Japan were highlighted as key priorities for policy recommendations.

## Kicking Off 2025 with Groundbreaking Panel on AI and Sustainability

On **29<sup>th</sup> January**, EEG hosted its 1<sup>st</sup> panel discussion of the year, "**Emergence of AI: A Boon or Detriment to Sustainability?**" hosted by FIVE Palm Jumeirah. The event, made possible with the support of McDonald's UAE, marked an engaging start to EEG's 2025 calendar, gathering students, academia, government and industry leaders to discuss AI's role in sustainability.

The event began with an Inter-School Debate featuring two EEG active academic members. Dubai National School, argued AI's potential benefits to sustainability, while Our Own High School – Dubai contended its drawbacks. The debate offered a platform for students to explore AI's impact on the future of sustainability.

Following the debate, an Expert Panel Discussion delved into AI's role in sustainability. The panel included:

- **Dr. Youssef Al Assaf**, President, Rochester Institute of Technology (RIT Dubai)
- **Dr. Mahamadou Tounkara**, Regional Director of MENA, Global Green Growth Institute (GGGI)
- **Ms. Lama Zakzak**, Principal Researcher, Mohammad Bin Rashid School of Government
- **Mr. Rohit Ghose**, Global Head of Future of Finance, Citi

Panelists discussed AI's potential to drive green growth, impact industries and tackle environmental challenges. The conversation highlighted the importance of a balanced approach to leveraging AI for sustainable development while addressing concerns like energy consumption and ethics. The discussion aligned with several United Nations Sustainable Development Goals (SDGs), such as Quality Education (SDG 4), Climate Action (SDG 13), and Responsible Consumption (SDG 12), underscoring the role of AI in achieving these global targets.

The event concluded with a Q&A session, sparking meaningful dialogue on AI's future in sustainability. EEG also welcomed 4 new corporate members and acknowledged their supporters. EEG also extended its gratitude to McDonald's UAE for their continued support in sustainability initiatives, as well as to partners such as Arabia CSR Network (CSR partner), Emirates Green Building Council, Clean Energy Business Council, and Swiss Business Council for their collaboration.

Mrs. Habiba Al Mar'ashi, Co-Founder & Chairperson of EEG, concluded, "Today's panel was a valuable step in initiating crucial conversations around AI and its role in sustainability. Together, we must ensure that AI is used responsibly to meet our global sustainability goals."



## 5<sup>th</sup> Informal Meeting for Civil Society Participation in UNEP-Led Events

On **30<sup>th</sup> January**, representatives from various accredited civil society organisations, including EEG, gathered for the 5<sup>th</sup> informal meeting aimed at enhancing civil society participation in UNEP-led events. The meeting, which took place virtually, focused on key outcomes from previous discussions and provided a platform for an engaging dialogue on the upcoming UNEA-7. The meeting commenced with opening remarks from the two Co-Chairs of the group, who provided a brief recap of the key outcomes from the 4<sup>th</sup> informal meeting held on 21<sup>st</sup> November 2024. This set the tone for the day's discussions and provided context for the ongoing efforts to enhance civil society involvement in the upcoming UNEA sessions.

A significant portion of the meeting was dedicated to an interactive dialogue on the announced theme for UNEA-7: "Advancing Sustainable Solutions for a Resilient Planet". Civil society representatives and Member States were given the opportunity to exchange views on the theme, outlining key issues and sharing expectations for the outcomes of UNEA-7. The conversation highlighted the importance of collaborative action and innovative solutions to tackle the challenges of climate change, biodiversity loss, and the overarching need for sustainable development. As preparations for UNEA-7 continue, the outcomes of this meeting will serve as a critical foundation for further engagement and collaboration in shaping a resilient and sustainable future.



## WGBC Executive Committee Meeting

Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of Emirates Environmental Group (EEG), in her capacity as WorldGBC Board Member and Vice-Chair, attended the WGBC Executive Committee Meeting On **30<sup>th</sup> January**. The session served as a crucial platform to assess the progress of global green building initiatives, establish future goals and align efforts with the WGBC's mission to advance sustainable building practices. The meeting began with a review of recent accomplishments and key milestones. Executive Committee members highlighted impactful green building projects that had contributed significantly to promoting sustainability across various regions.

## Ongoing Event

### The rolling out of “One Root, One Communi-Tree” for 2025

The Emirates Environmental Group is excited to launch the 16<sup>th</sup> cycle of its flagship community recycling project, the “One Root, One Communi-Tree” (OROC), which will run from **25<sup>th</sup> January to 25<sup>th</sup> May**. As part of the UAE's continued commitment to sustainability, we invite individuals, families, academic institutions, businesses and government entities to participate in this impactful programme. In 2024, thanks to the involvement of **825** organisations from across the UAE, OROC achieved outstanding results, collecting over **600,000 kg** of materials. The effort contributed to the planting of **1,383** native trees, positively impacting the environment and enhancing local ecosystems. EEG is aiming for even greater success in 2025; the year of community and your involvement is crucial in achieving our sustainability targets



During Phase 1, participants are required to collect and deposit a variety of recyclable materials, including paper, plastic, aluminium cans, glass bottles, e-waste, toner cartridges and mobile phones. For every set of targets reached, participants will have the chance to plant a sapling of a native tree in their name on **18<sup>th</sup> December 2025** as part of EEG's 'For Our Emirates We Plant' campaign.

#### How to Participate:

To register for Phase 1, please complete the registration form. Once registered, participants will be able to start collecting and depositing the materials at the EEG office. Together, we can make 2025 another year of meaningful environmental action. By taking part in OROC, you will receive a Certificate of appreciation and also contribute to a sustainable future for generations to come. We look forward to your enthusiastic participation and to receiving your registration soon! Join EEG's Flagship Recycling Initiative to Make a Positive Environmental Impact. [REGISTER NOW](#)

## Upcoming Event

### Can Collection Day 2025

EEG is gearing up for its highly anticipated Can Collection Day 2025, set to take place on Saturday, **22<sup>nd</sup> February 2025**. This annual event, invites families, academic institutions, corporations, the hospitality sector and other organisations across the UAE to take active steps towards protecting the environment by collecting Aluminium Cans for recycling. Since its inception, the Can Collection Campaign has been a pioneering initiative, successfully collecting over **439,825 kg** of Aluminium Cans, which has helped mitigate **6,602 metric tonnes** of CO<sub>2</sub> and saved **10,677 m<sup>3</sup>** of landfill space. The Can Collection Day is one of two major events held annually for this particular material, aimed at raising awareness and encouraging the community to make a tangible difference in environmental conservation.



On **22<sup>nd</sup> February 2025**, EEG will operate designated collection points across the UAE, including locations in Dubai, Ras Al Khaimah, Abu Dhabi and Ajman. Participants are invited to drop off their collected aluminium cans at these sites between the specified hours. The cans will be weighed and each participant will receive a receipt for their contribution. EEG encourages participants to collect only Aluminium Cans-ensuring they are clean and free of any residue. For convenience, a detailed list of acceptable cans is provided to those who register for the event. Participants who collect a minimum of **15 kg** (individuals/families) or **35 kg** (organisations and academic institutions) will be awarded a special EEG certificate in recognition of their efforts.

Join us for Can Collection Day 2025 and make a lasting impact on our environment while promoting a culture of sustainability. For registration, please visit the provided link or email [eeq@eim.ae](mailto:eeq@eim.ae). [REGISTER NOW](#)

## Emirates Environmental Group Supports the Green Run for a Sustainable Future

EEG is proud to be a supporting sponsor of the annual Dubai Investment Green Run, taking place on **23<sup>rd</sup> February 2025** at Dubai Investments Park (DIP). As an organisation committed to advancing sustainability and environmental conservation, EEG is excited to be part of an event that brings together individuals and communities to take a meaningful step towards a greener planet and the reduction of CO<sub>2</sub> emissions while promoting health and wellbeing.

The Green Run features both a 3KM and 5KM route, offering participants of all ages and fitness levels the chance to get involved. This partnership with the Green Run aligns perfectly with our mission to foster sustainability and environmental responsibility. We invite everyone to join us in this exciting event and make a tangible impact on the planet.



Sign Up Today: [CLICK HERE](#)



EEG is delighted to welcome 4 new corporate members into our growing network of sustainability-driven organisations. Each of these new members brings unique expertise and a shared commitment to environmental responsibility, and we look forward to achieving great milestones with their support.

### 1. Apparel Group

Apparel Group, a global fashion and lifestyle retail conglomerate, based in Dubai - UAE, has grown into a leading player in the retail industry. With over 2,300 retail stores and 85+ brands. The group serves thousands of shoppers across multiple platforms and employs more than 24,000 multicultural staff. Apparel Group has a strong presence across the GCC, while expanding its footprint to markets in India, South Africa, Singapore, Indonesia, Thailand, Malaysia and Egypt. It has also set its sights on emerging markets, including Hungary and the Philippines.



The company's diverse brand portfolio includes well-known names such as Tommy Hilfiger, Skechers, ALDO, Calvin Klein, Crocs and Tim Hortons, reflecting its versatility across fashion, footwear and lifestyle sectors. We welcome whole heartedly Apparel Group on board EEG vessel and we invite readers to explore more about them by visiting : [CLICK HERE](#)

### 2. NMC Healthcare

Founded in 1975, NMC Healthcare is one of the UAE's largest private healthcare providers and the 3rd largest in Oman. With a commitment to high-quality, compassionate care, NMC has earned the trust of millions of people across the UAE, regionally and globally. The network comprises 85 medical facilities, including JCI-accredited hospitals in Abu Dhabi, Dubai, Sharjah and Al Ain, alongside clinics, day surgery centers, fertility clinics, and long-term care facilities throughout the UAE. The NMC Healthcare Group also includes ProVita International Medical Centre, CosmeSurge, and Fakhir IVF Fertility Centre, with Fakhir IVF recognised as a global leader in in-vitro fertilisation.



NMC Healthcare remains dedicated to providing personalised care, whether directly to patients or in partnership with international healthcare providers. Explore more about NMC Healthcare by visitin: [CLICK HERE](#)

### 3. Salik Company

Salik Company P.J.S.C. was established under Law No. (12) of 2022 and has served as Dubai's exclusive road toll system since 2007. In September 2022, Salik was listed on the Dubai Financial Market (DFM), offering 24.9% of its share capital.



Managing ten toll gates across key locations, Salik supports the seamless travel of nearly 4 million registered vehicles, with 539 million journeys recorded in 2023. Operating under a 49-year concession agreement with the Roads and Transport Authority (RTA), Salik holds exclusive rights to its toll operations and continues to explore future growth opportunities.

EEG welcomes Salik on board and invites members and readers to Learn more about Salik by visiting their website at : [CLICK HERE](#)

### 4. Seamark Shipping

Seamark Shipping, is an entity that was established in 2001 and has earned a reputation as a trusted leader in international freight forwarding, providing over 20 years of expertise in sustainable logistics solutions. With a team of nearly 150 professionals, including 40 skilled sales personnel, Seamark serves diverse industries both within the UAE and globally.



The company offers a wide range of services, including Ocean, Air and Road logistics, alongside specialised solutions such as Warehousing, Healthcare Logistics, Project Logistics and Time-Critical shipments. Seamark's innovative approach focuses on enhancing service quality, reducing costs and delivering tailored solutions for complex logistics challenges.

Readers can learn more about Seamark Shipping by visiting : [CLICK HERE](#)

EEG MEMBERS' UPDATE			
5 new and 5 renewed corporate members and 1 renewed individual member in the month of January 2025			
Corporate Membership			
Apparel FZCO	New	ADEEB ELECTRICAL AND ELECTRONICS SERVICES COMPANY - SOLE PROPRIETORSHIP L.L.C.	Renewal
Manitowoc	New	Arup Gulf Limited(Dubai Branch)	Renewal
NMC ASSETCO LIMITED	New	China State Construction Engineering Corporation LLC	Renewal
Salik Company P.J.S.C.	New	Dubai World Trade Centre	Renewal
Seamark Shipping LLC	New	The Cove Rotana Resort - Ras Al Khaimah	Renewal
Individual Membership			
Shouq AlQahtani	Renewal	-	-







## Five African Countries Unite to Reduce the Release of Hazardous Chemicals from Plastics

UNEP NEWS

Kenya, Nigeria, South Africa, Uganda, and Zimbabwe have launched a US\$90-million project aimed at reducing the release of hazardous chemicals, including Persistent Organic Pollutants (POPs), from plastics. This initiative targets sectors such as automotive, electronics, and construction, focusing on minimizing the environmental and health risks posed by these chemicals. POPs are used in various plastic products to enhance their properties but remain in the environment for decades. They are released throughout the lifecycle of plastics, which harms ecosystems and human health, and limits efforts toward a circular economy. Plastics contaminated with POPs cannot be recycled or reused, making waste management more challenging.

The Circular and POPs-free Plastics in Africa project, led by the United Nations Environment Programme (UNEP) with funding from the Global Environment Facility (GEF), will work on reducing the use of these chemicals through policy changes, design improvements, and better recycling practices. The project will also assist manufacturers, recyclers, and policymakers in adopting sustainable alternatives to harmful chemicals.

Each participating country will focus on one sector known for using plastic products likely to contain POPs, aiming to reduce hazardous plastic waste and increase circularity. The initiative includes training, awareness raising, and support for the environmentally sound disposal of POPs-containing plastics.



## UN Conference in Riyadh Charts a Path for Global Action on Land, Drought

UNCCD NEWS

The 16<sup>th</sup> Conference of the Parties (COP16) to the UN Convention to Combat Desertification (UNCCD) concluded in Riyadh with nearly 200 countries agreeing to prioritize land restoration and drought resilience. The conference marked a critical turning point, focusing on the intersection of land degradation, desertification, and drought resilience. With over USD 12 billion pledged, the conference underscored the urgency of addressing these environmental challenges.

Among key agreements was the creation of a Caucus for Indigenous Peoples and Local Communities, ensuring their voices in the global effort. Saudi Arabia's Minister of Environment, Abdulrahman Alfadley, highlighted the Kingdom's commitment to environmental issues, emphasizing the need for international cooperation in addressing land degradation and drought.

The conference also witnessed significant financial commitments, such as the Riyadh Global Drought Resilience Partnership, which attracted USD 12.15 billion to support 80 vulnerable countries. Additionally, the Great Green Wall initiative mobilized EUR 11 million for landscape restoration across the Sahel. A highlight of COP16 was the announcement of new projects from Saudi Arabia, including a USD 60 million investment as part of the Saudi Green Initiative. Furthermore, the launch of the International Drought Resilience Observatory (IDRO), an AI-driven platform, will help countries assess and enhance their capacity to cope with drought.



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

- » Reduction of 259 (MTCO<sub>2</sub>e) GHG
- » Saving of 1,967 Million BTU of Energy
- » Saving of 544 m<sup>3</sup> of Landfill Space
- » Saving of 1,160 Trees from being felled
- » Saving of 681 Gallons of Gasoline



CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (Kg)
<b>PAPER COLLECTION CAMPAIGN</b> During January 2025, EEG successfully collected 60,383 kg of Paper from 176 participating entities. It recorded an 8% decrease in paper collection compared to December 2024. This is attributed to the absence of specific campaigns and many families being on leave, we encourage the community to gear up for upcoming initiatives as we progress through the year.	Paramount Hotel Dubai	5,400	Suhani Nimeshkumar Patel	575
	Design Infinity	4,750	Ali Darwish Mubarak Salim Alzaabi	471
	Farz Al Mazrooei Contarction LLC	2,560	Radha Al Zaabi	400
<b>CAN COLLECTION CAMPAIGN</b> In January 2025, EEG collected 701 kg of Aluminum Cans from 22 participating entities, showing a 70% decrease from December 2024. Looking ahead, we're excited to announce our upcoming Can Collection Day on February 22nd. We encourage everyone to participate actively, contributing to a substantial increase in numbers and helping us achieve our targets for this year.	Rixos Al Mairid	330	Abdul Jabbar	10
	The Cove Rotana Ras Al khaimah	145	-	-
	Two Season Hotel & Apartments	71	-	-
<b>PLASTIC COLLECTION CAMPAIGN</b> EEG successfully gathered 7,340 kg of plastic from 102 participating entities, marking a 33% decrease from the previous month. While the start of the year may have been quieter, we're energised and calling on the community to join us in building momentum.	Abela & Co	905	Ahmad Moosa AlHashimi	70
	Wasl	859	Fatima Abdullah Mohammed Al Dhanhani	57
	Savoy Central	326	Abdul Jabbar	40
<b>TONER COLLECTION CAMPAIGN</b> In January 2025, EEG gathered 330 toner cartridges from 7 participating entities, showing a 15% increase from the previous month. Let's channel this momentum into the upcoming months, aiming for even greater sustainability achievements together!	Joyalukkas Jewellery	193	Ekansh Punjabi	75
	-	-	Mohammad Ahmad Roomi	45
	-	-	-	-
<b>MOBILE COLLECTION CAMPAIGN</b> In January 2025, EEG collected 163 mobile phones from 7 participating entities, marking a 84% decrease from the previous month. We are calling on the community at large to join us in building momentum and helping us meet the target for the year.	Al Naboodah Construction	123	Shivani Adduri	17
	Dubai Public Prosecution	11	-	-
	-	-	-	-
<b>GLASS COLLECTION CAMPAIGN</b> In January 2025, EEG accomplished the collection of 9,570 kg of glass bottles from 52 participating entities. While we experienced a 35% decrease from the previous month, we see this as an opportunity to rally the community for a stronger February. Let's kickstart the momentum and work together to increase these numbers, ensuring a positive trend throughout the year. Your participation makes a significant impact on our environmental goals.	Fairmont Bab Al Bahr	1,587	Ali Darwish Mubarak Salim Alzaabi	363
	Two Seasons Hotel & Apartments	1,250	Sonia Gandhi	223
	Movenpick Hotel Jumeirah Beach Residences	865	Dr. Mouza	133
<b>E-WASTE COLLECTION CAMPAIGN</b> In January 2025, EEG effectively gathered 1,799 kg of e-waste from 14 participating entities, despite a 46% decrease from the previous month. However, let's celebrate the bigger picture – an impressive 710% increase as compared to January 2024! Now, we call on our community to rise to the challenge in February. Let's reverse this trend and propel our e-waste collection to new heights. Your discarded electronics can contribute to a sustainable future. Join us in taking action this February, ensuring a positive shift in our e-waste collection efforts.	Almoe Digital Solutions	1,033	Ali Darwish Mubarak Salim Alzaabi	23
	ABB Abu Dhabi	610	-	-
	Dubai Public Prosecution	47	-	-
<b>SCRAP METAL COLLECTION CAMPAIGN</b> In January 2025, EEG collected 990 kg of scrap metal from 16 participating entities, marking a 39% decrease from the previous month. It's time to turn the tide! Join us in February and let's forge a new path for scrap metal collection. Your discarded metal items can find a new purpose. Be part of the circularity change – kickstart the month by recycling your scrap metal responsibly.	Marco Polo Hotel	254	Ali Darwish Mubarak Salim Alzaabi	314
	ABB Transmission and Distribution Abu Dhabi	250	Fatima Al Marashi	50
	Dubai Emerald Lions Club	36	Maitha Al Mar'ashi	18

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.

