

EEG EDU NEWS

Together for a Better Environment[®]



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL
GROUP



February 2025
Issue 02



🗑️ CAN 🗑️ COLLECTION DAY

22nd FEBRUARY 2025

Upcoming Events



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For more info, call EEG at 04 344 8622, or
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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 **14th 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 **14th to 16th 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 **15th January**, I participated at the **WiSER Annual Forum**, in a roundtable 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 **16th 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 18th cycle of the Arabia CSR & Sustainability Awards** that took place on **20th 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 **23rd 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 **27th January**, EEG held its **1st 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 1st Panel Discussion for 2025 on the **29th 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 **22nd 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 **25th 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.



Kicking Off 2025 with Groundbreaking Panel on AI and Sustainability

On **29th January**, EEG hosted its 1st 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."



The 20th Cycle of Environmental Drawing Competition

The Emirates Environmental Group has launched its much-anticipated educational programme; the 20th cycle of the Environmental Drawing Competition, a platform designed to inspire students to express their creativity while raising awareness of key environmental issues. This annual educational platform helps highlight EEG's dedication to fostering environmental consciousness and sustainability amongst the youth, encouraging them to use art as a catalyst for positive change.

The competition is open to students from a variety of age groups and educational institutions, inviting them to showcase their artistic talents by addressing pressing ecological concerns. This year's themes tackle some of the most urgent environmental challenges. By focusing on these topics, EEG aims to nurture a deeper understanding of environmental issues and inspire practical solutions from the next generation.

The topics 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



The participants are encouraged to bring their interpretations of the themes to life through creative and impactful visual art, highlighting the importance of individual and collective responsibility in protecting the planet. The submissions are evaluated by a panel of expert artists based on creativity and relevance to the theme. Winners will receive prestigious awards and recognition on **21st May 2025** and exceptional artwork will be featured in EEG 2026 annual calendar.

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.

The Environmental Drawing Competition underscores EEG's belief in the power of art to communicate complex issues and engage diverse audiences. By supporting young artists and their environmental advocacy, EEG continues to lead the way towards a more sustainable and eco-conscious future.



The Art from Waste Competition 2025

EEG's new educational programme; the Art from Waste Competition, an inspiring initiative that beautifully blends creativity with sustainability was launched for the first time in 2024 as a stand-alone competition. This year we are delighted to conduct this special programme in association with World Art Dubai. We are inviting and encouraging the participants to design artwork using recyclable or discarded materials such as paper, plastic, glass, metal and electronic waste. This initiative helps reduce waste ending in landfills by upcycling them, and helps raise environmental awareness and sparks innovation.



Showcasing a remarkable range of entries-from sculptures crafted with electronic waste to vibrant wall art made with bottle caps-this competition demonstrates the astonishing possibilities of turning discarded items into extraordinary creations. Beyond highlighting artistic talent, this programme educates students on the importance of recycling and advocates for sustainable practices. As we continue to expand its reach, we hope to extend its impact through workshops and awareness sessions, proving that one person's rubbish can truly become another's treasure. The competition offers age-specific art projects designed to ignite creativity and environmental awareness:

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

To ensure your school secures a spot in this highly anticipated competition, we request you to kindly complete your registration at the earliest convenience. Full details, including the Rules & Regulations, can be accessed 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.

The 25th cycle of the ISEPSC

The Emirates Environmental Group has officially launched the 25th Cycle of the Interschool Environmental Public Speaking Competition (ISEPSC), a remarkable milestone for this annual initiative that inspires students to engage with critical environmental issues. Over the past 25 years, this competition has evolved into a dynamic platform, empowering young people from schools across the country to share their ideas, showcase their creativity and advocate for sustainability. Celebrating its silver jubilee, this year's cycle promises to be more impactful than ever. With carefully chosen topics and opportunities for engaging in discussions, the competition challenges participants to think critically, communicate effectively and work towards solutions for pressing environmental challenges. By bringing young minds together in this meaningful way, EEG continues to nurture environmental leaders of tomorrow, building a collective commitment to a greener and more sustainable future. Topics chosen for the Sub Senior and Senior Category are:

Category	Topic
Sub-Senior	"Two Crises, One Solution: Fighting Climate Change to Save Biodiversity"
	"Cosmetics and Clothes: The Environmental and Socio-Economic Footprint"
Senior	"Rethinking Green: How AI is Redefining Environmental Solutions?"
	"Urbanisation vs. Wellbeing: The Role of Sustainable Cities in Public Health"

EEG through this platform embodies the commitment to sustainability while discussing critical and important sustainability topics from **5th - 8th May 2025**. The registration will close on **28th March 2025**, so please register as soon as possible via: [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.

Ongoing Event

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

The Emirates Environmental Group is excited to launch the 16th cycle of its flagship community recycling project, the “One Root, One Communi-Tree” (OROC), which will run from **25th January to 25th 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 **18th 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](#)



Can Collection Day 2025

EEG is gearing up for its highly anticipated Can Collection Day 2025, set to take place on Saturday, **22nd 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 CO₂ and saved **10,677 m³** 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 **22nd 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 eeg@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 **23rd 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 CO₂ 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](#)

Member News

EEG MEMBERS' UPDATE

EEG welcomed 03 new students and 2 new academic members & 02 renewed students in the month of January 2025

Student Membership

Ekansh Punjabi	New	Alina Abdul Kader	Renewal
Zoie Kapur	New	Amal Amzath Ali	Renewal
Rudra Khaturia	New	-	-

Academic Membership

GEMS Founders Masdar City	New	-	-
JSS International School	New	-	-





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 16th 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 (MTCO₂e) GHG**
- » **Saving of 1,967 Million BTU of Energy**
- » **Saving of 544 m³ of Landfill Space**
- » **Saving of 1,160 Trees from being felled**
- » **Saving of 681 Gallons of Gasoline**



PAPER COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	Lycée Français International Georges Pompidou	1,365	Suhani Nimeshkumar Patel	575
	American School of Dubai, Al Barsha	1,205	Ali Darwish Mubarak Salim Alzaabi	471
	Sheikh Rashid Bin Islamic Institute	1,140	Radha Al Zaabi	400
CAN COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	Our Own High School Boys	28	Abdul Jabbar	10
	Dubai Womens College	10	-	-
	-	-	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	Our Own High School, Dubai	330	Ahmad Moosa AlHashimi	70
	Al Khawanej School	220	Fatima Abdullah Mohammed Al Dhanhani	57
	SMM High School	220	Abdul Jabbar	40
TONER COLLECTION CAMPAIGN	Schools	Quantity (Pcs)	Families	Quantity (Pcs)
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!	-	-	Ekansh Punjabi	75
	-	-	Mohammad Ahmad Roomi	45
	-	-	-	-
MOBILE COLLECTION CAMPAIGN	Schools	Quantity (Pcs)	Families	Quantity (Pcs)
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.	-	-	Shivani Adduri	17
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	-	-	Ali Darwish Mubarak Salim Alzaabi	363
	-	-	Sonia Gandhi	223
	-	-	Rawaq Ousha	133
E-WASTE COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	-	-	Ali Darwish Mubarak Salim Alzaabi	23
	-	-	-	-
	-	-	-	-
SCRAP METAL COLLECTION CAMPAIGN	Schools	Quantity (Kg)	Families	Quantity (Kg)
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.	-	-	Ali Darwish Mubarak Salim Alzaabi	314
	-	-	Fatima Al Mar'ashi	50
	-	-	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.

