

EEG CORP NEWS

Together for a Better Environment[©]



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



March 2025
Issue 03



Upcoming Events



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eegemirates



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Habiba Al Mar'ashi

Dear members, partners and valued readers,

Ramadan Kareem! As we welcome the blessed month of Ramadan, I extend my heartfelt greetings to all our members, partners, associates and supporters. May this sacred month bring peace, joy and boundless blessings to you and your loved ones. Ramadan is a time for reflection, gratitude and compassion—values that lie at the core of everything we do at EEG.

We are already in the last leg of the first quarter of 2025, I find myself reflecting with immense pride on the strides we have made together toward a more sustainable future. The journey we began over three decades ago, when we founded the Emirates Environmental Group (EEG), continues to evolve with renewed determination. Our mission—to advance sustainability, champion environmental stewardship, and catalyse transformative action—remains steadfast as we continue to make meaningful progress both locally and globally.

February was an exceptionally dynamic and impactful month for EEG, marked by a series of influential engagements, thoughtful discussions and action programmes. It was a month that underscored our commitment to advocating for sustainability and actively driving it forward through collaboration and action.

I started the month with participating in the Cities in Action Forum on the 6th, where we delved into the future of sustainable cities. This forum highlighted the critical need for resilience, resource efficiency, and biodiversity conservation in urban planning. Continuing our mission, on 10th February, I had the privilege of delivering a lecture at the University for Peace, where I discussed the vital role of multi-stakeholder collaboration in achieving the Sustainable Development Goals. Education remains central to EEG's work, and it was truly inspiring to empower the next generation with the tools and knowledge needed to drive social responsibility and sustainability forward.

Our annual Can Collection Day on 22nd February, topped the list of the action programmes as we marked the 29th cycle of this flagship recycling campaign. Since its launch in 1997, this campaign has become integral to our efforts to promote responsible waste management and highlight the vital role recycling plays in environmental conservation. With an ambitious goal of collecting 35,000 kg of aluminum cans in 2025, we are poised to achieve another significant milestone in our mission to promote a circular economy. Read more on page 4.

We continue to forge ahead with our partnerships and collaborations and on 23rd Feb we supported and joined the Dubai Investments Green Run. This inspiring community event united individuals and families, all rallying together to champion sustainability. It was heartwarming to see thousands of people embracing eco-friendly values in a joyous and participatory setting. Our engagement at the Green Run Village gave us the opportunity to connect directly with participants, reinforcing the power of grassroots initiatives in inspiring lasting change.

The highlight of February was undoubtedly our annual corporate Gala Dinner held on 25th February, under the esteemed patronage of His Highness Engr. Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of Ras Al Khaimah Civil Aviation. This elegant event celebrated our shared sustainability achievements

and served as a reminder of the strength of collaboration in advancing environmental change. It was an evening where a galaxy of distinguished leaders, members of the diplomatic corps and advocates reflected on EEG's milestones, reaffirming their commitment to a greener, more sustainable future. Themed "**Fostering Unity, Cultivating Sustainability**," the Gala Dinner was a powerful reflection of our ongoing work to bring people together for positive environmental impact. Read more on page 5.

The month did not stop there, our commitment to environmental sustainability was further demonstrated through the "**For Our Emirates We Plant**" programme, where we conducted three tree planting activities and managed to plant 3,501 native trees in Abu Dhabi, Umm AL Quwain and Ras Al Khaimah. Since the inception of this programme in 2007, we have planted **2,144,985 trees**, contributing significantly to carbon sequestration, biodiversity and ecological resilience. These initiatives play a vital role in supporting the UAE's Net Zero by 2050 target and the Plant the Emirates initiative, reinforcing our commitment to mitigating climate change and expanding the country's green cover. Read more on page 6.

Additionally, I am excited to share the launch of our new Mangrove Adoption initiative, which falls under the umbrella of "For Our Emirates We Plant". In collaboration with GE Vernova, we planted **180 mangrove saplings** on 26th February as part of our inaugural mangrove planting. Mangroves are essential for coastal protection, biodiversity and carbon sequestration, and this initiative underscores our forward-thinking approach to preserving these vital ecosystems.

On the international front, we participated actively in pivotal policy discussions, such as the Civil Society Townhall with the President of the United Nations General Assembly. Our involvement in the Group of Friends Meeting on Enhanced Civil Society Participation in UNEP-led Events further reinforced our commitment to ensuring environmental decision-making remains inclusive and transparent. For more details on our UN engagements, please refer to page 7.

As we look ahead, EEG remains committed to scaling up its initiatives, strengthening partnerships, and driving transformative change. Whether through the series of educational programmes, tree planting, recycling campaigns, or policy dialogues, every action—no matter how small—contributes to a larger, more sustainable future.

EEG is committed to long-term, visionary solutions that aims to leave a profound and lasting impact on the environment. We continue to believe in the power of collaboration and recognise that our work extends far beyond the present—it is about ensuring a sustainable legacy for future generations. Together, we are creating a greener, healthier and more resilient world, and we look forward to sharing even more milestones with you in the months ahead.

I extend my deepest gratitude to all our members, partners and volunteers for your unwavering support, commitment and active participation. Your dedication drives our progress, and it is with your continued collaboration that we will work together to build a sustainable world for generations to come.



Cities in Action Forum 2025

**6th
February**

EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi, took centre stage on **6th February** at the Cities in Action Forum 2025, held in Expo City Dubai. This high-profile event convened over 500 decision-makers from across the Middle East, Africa, and South Asia (MEASA) region, fostering dynamic discussions on shaping sustainable and inclusive urban environments.



Participating in the session titled **"Strategies for Urban Wellbeing: Shaping Cities for All"**, Mrs. Al Mar'ashi engaged in an insightful dialogue on the innovative strategies required to build resilient, adaptable, and environmentally conscious cities. She emphasised the need for sustainability to be deeply embedded within urban planning, governance, and infrastructure development to ensure long-term environmental and social well-being.

Her discussion highlighted the urgency of addressing climate resilience, circular economy practices, biodiversity conservation, and resource efficiency in city planning. She stressed that achieving urban well-being demands strong multi-sector collaboration, where governments, businesses, and communities play an active role in driving environmentally responsible and socially inclusive policies.

The Cities in Action Forum 2025 reaffirmed the commitment of regional and global leaders to transformative urban development, prioritising innovation and sustainability.

Guest Lecturer on Social Responsibility

**9th
February**

EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, was invited to virtually deliver a lecture on social responsibility and sustainability at the University for Peace. Held on **9th February** as part of the university's course on Social Responsibility, the lecture focused on the practical implementation of sustainability practices in today's unpredictable global landscape.

Drawing from her extensive experience in sustainability and social responsibility, Mrs. Al Mar'ashi discussed the challenges and opportunities of multi-stakeholder initiatives. She highlighted the critical role that networks such as EEG, the Arabia CSR Network, and the Emirates Green Building Council play in driving change and fostering collaboration between the private sector, governments, and communities.

The session provided a valuable opportunity to explore how sustainability can be integrated into various sectors despite the complex challenges we face today. Mrs. Al Mar'ashi's insights into the importance of collaborative frameworks in achieving sustainable development goals were highly appreciated by the attendees.

Virtual Session to Empower Students for the Climate Action Award

**18th
February**

EEG delivered a virtual session on **18th February** aimed at fostering environmental awareness among students, focusing on how to incorporate environmental knowledge and positive behaviors into school curricula. This session was part of EEG's ongoing commitment to environmental education and sustainability, held just ahead of the upcoming Climate Action Award finals on **20th February**.

The virtual session, attended by 25 students, provided an opportunity to explore practical methods for integrating sustainability topics into various subjects. Students were encouraged to adopt environmentally conscious behaviors both inside and outside of school, aligning with the objectives of the Climate Action Award, which focuses on promoting climate action and environmental solutions within UAE schools.

The Climate Action Award, supported by First Abu Dhabi Bank and the Emirates Foundation, aims to recognise the creativity and dedication of young minds developing actionable solutions for reducing carbon footprints. EEG's involvement with the award highlights its commitment to empowering youth as future leaders in sustainability.

Clean UAE with Napco: A Milestone in Environmental Action

**21st
February**

EEG, in collaboration with Napco, successfully conducted another impactful edition of the Clean UAE campaign on **21st February**, reaffirming the nation's commitment to sustainability. This significant initiative took place at Al Qudra, bringing together a diverse group of individuals dedicated to preserving the country's natural environment.

With the invaluable support of Napco, EEG mobilised **100 volunteers**, who actively participated in the cleanup efforts. Volunteers, ranging from corporate employees to students and community members, worked diligently to clear waste, segregate recyclables, and promote environmental stewardship. Their efforts resulted in the collection of **150 kilograms of waste** covering an area of **2,000 km**, with a good portion of it segregated for recycling.

The campaign not only resulted in the collection of substantial waste but also reinforced the importance of collective action in addressing environmental challenges. EEG extended its heartfelt gratitude to Napco for its unwavering support and commitment to corporate social responsibility. Through such partnerships, the organisation continues to inspire communities and businesses to embrace sustainable practices.

As EEG reflects on the success of this event, it remains steadfast in its mission to drive positive environmental change. The organisation encourages all sectors to join hands in future initiatives, ensuring a greener and cleaner UAE for generations to come.



Can Collection Day

22nd February

"Say YES to Recycling, NO to Carbon Emissions!" – This powerful message resonated across the UAE on **22nd February** as EEG hosted its **29th Annual 'Can Collection Day'**, a true reflection of the Year of Community. The event highlighted the power of collective action and showcased how individuals and organisations can unite for environmental change, aligning with UN SDG 17: Partnerships for the Goals.

Key highlights from Can Collection Day 2025 include:

11,945 kg of aluminium cans collected on the day
452,708 kg of aluminium cans collected since the programme's inception

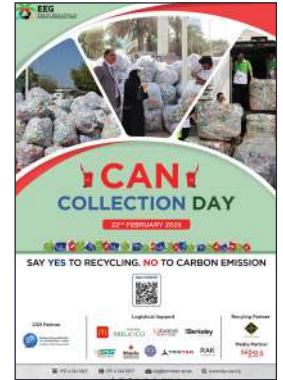
These extraordinary figures are the result of the participation of 272 entities from all seven Emirates. The action taken by all participants has directly contributed to preventing 179 metric tons of CO2 emissions, playing a crucial role in our fight against climate change and the national strategy of being carbon neutral by 2050.

Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, shared her thoughts:

"This year's Can Collection Day stands as a powerful testament to the strength of unity and shared responsibility. I take immense pride in our nation's commitment to fostering a culture of collaboration and social impact through the Year of Community—an initiative that is not just symbolic but a catalyst for real, meaningful action. This movement reflects the UAE's deep-rooted values of solidarity, inclusivity and civic engagement, inspiring individuals, businesses, and institutions to work hand in hand for the greater good. By actively translating this vision into impactful initiatives, we are strengthening the fabric of our society and paving the way for a more sustainable and resilient future."

This successful event underscores the UAE's deep commitment to sustainability. By embracing UN SDG 17, we recognise the power of partnerships in creating a better world.

EEG extends sincere gratitude to the government partners including Dubai Municipality; Dubai Department of Economy & Tourism, Dubai Sustainable Tourism, Ajman Tourism and Fujairah Environment Authority as well as our corporate partners like American International School Abu Dhabi (AISA), Abela & Co, McDonald's UAE, RAK Ceramics, Berkeley Services, Labotel Worker's Village, ISS Relocations, Globelink West Star Shipping L.L.C, Sharjah National Lube Oil Co. L.L.C., AG Engineering and Tristar Group; our appreciation is also extended to Al Murad Group for their role as Media Partner and Arabia CSR Network as the CSR Partner whose support was crucial to the event's success. Special thanks to Lucky Recycling for ensuring every can was properly recycled, supporting the circular economy.



Dubai Investments Green Run

23rd February

EEG proudly supported the Dubai Investments Green Run as a supporting sponsor. Held on **23rd February** at Dubai Investments Park (DIP), the event featured an inclusive 3KM walk/run and a 5KM run, aimed at raising awareness about environmental sustainability. It encouraged participants of all ages and abilities to adopt greener practices in their daily lives.

As part of its ongoing commitment to sustainability, EEG partnered with the event to promote eco-conscious living. The day was filled with family-friendly activities, entertainment, and recycling initiatives that encouraged sustainable practices both at home and within the community. A highlight of the event was the Green Run Village, which offered a variety of environmentally friendly activities, including recycling stations and drop-off points for electronic waste such as phones and other electrical items.

EEG also set up a booth in the village, where staff interacted with attendees, sharing valuable information and promoting sustainable habits. This interactive space served as a platform to educate the community about EEG's ongoing environmental initiatives and their importance in creating a greener future.



28th Annual Corporate Gala Dinner

25th
February

EEG hosted its **28th Annual Corporate Gala Dinner** on **25th February** under the patronage of His Highness Engr. Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of Ras Al Khaimah Civil Aviation Authority and Member of the Executive Council of Ras Al Khaimah. The event, held at the stunning outdoor venue of Al Habtoor Grand Resort, celebrated sustainability achievements and strengthened community engagement, bringing together distinguished leaders and advocates to reflect on EEG's milestones and renew commitments towards a greener future.

Themed "Fostering Unity, Cultivating Sustainability," the evening highlighted the power of collaboration in driving environmental change. Mrs. Habiba Al Mar'ashi, EEG's Chairperson, emphasised the organisation's ongoing dedication to sustainability and the UAE's "Year of Community 2025," calling for a collective effort towards a more sustainable society. She stressed that collaboration, innovation, and inclusivity are essential in addressing global environmental issues and that the corporate sector, academia, government entities, and individuals must work together to advance eco-conscious practices.

One of the highlights of the evening was the keynote speech delivered by H.E. Bérangère Boëll, the United Nations Resident Coordinator for the UAE. H.E. Boëll spoke passionately about the importance of international cooperation in addressing environmental issues and emphasised the UAE's leadership role in regional and global sustainability efforts. She also praised EEG for its pioneering efforts in uniting various sectors—government, private sector, academia, and civil society—in pursuit of a sustainable future.

The event celebrated EEG's achievements over the past year, recognising the unwavering support of over 64 organisations and individuals dedicated to sustainability. It shared key accomplishments in 2024, including empowering nearly 456,000 students through educational outreach, diverting 1.6 million kg of waste from landfills, and saving 11,939 cubic meters of landfill space, reducing 6,527 metric tons of CO2 emissions. The Clean UAE Campaign mobilised over 83,000 volunteers from 966 organisations, demonstrating the broad reach of EEG's efforts. EEG also planted 15,881 native trees in 2024, bringing the total to over 2,145,165 million since 2007. In addition, EEG launched two new initiatives: "Purging Pestering Plastic" to combat plastic pollution, and "E-Waste Day" to promote responsible electronic waste disposal.

The success of the evening was also made possible by the unwavering support of EEG's sponsors, who share the group's dedication to sustainability. Apparel Group - Rituals, and McDonald's UAE served as Platinum Sponsors, while wasl was the Special Sponsor. Farnek was recognised as the Carbon-Neutral Partner and the Arabia CSR Network was acknowledged as the Sustainability Partner.

In closing, the 28th Annual Corporate Gala Dinner was a fitting celebration of the progress made by EEG in its journey toward sustainability, as well as a call to action for continued collaboration and innovation to secure a greener, more sustainable future for generations to come.



EEG Chairperson at Asharami Radio

28th
February

EEG Co-Founder and Chairperson, was a distinguished guest on Asharami Radio, Sahara Group's flagship virtual show, on **28th February**. The exclusive session, hosted via Teams, was attended by Sahara Group employees worldwide and offered an insightful discussion on leadership, sustainability and corporate social responsibility (CSR).

During the session, she shared key milestones from her extensive career, reflecting on her journey in advancing CSR and environmental advocacy in the region. She discussed the evolution of her leadership style, the driving forces behind EEG's initiatives and the importance of balancing strategic vision with the day-to-day challenges of leading an organisation.

The discussion also addressed pressing environmental issues, including waste management, recycling and the role of innovation in environmental advocacy. The Chairperson emphasised the need to engage youth in sustainability efforts and highlighted the importance of stronger collaboration between the public and private sectors to drive meaningful change.

Asharami Radio's global audience gained valuable insights into EEG's work in sustainability, with the Chairperson outlining her vision for future CSR initiatives. The session concluded with an invitation from Sahara Energy to explore potential collaboration on tree-planting initiatives as part of their 2025 CSR strategy. EEG looks forward to further discussions with Sahara Group and welcomes the opportunity to expand its environmental impact through strategic partnerships.



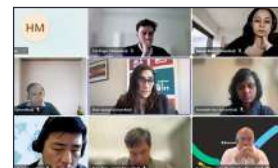
4th International Conference on Financing for Development

**7th
February**

EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi, participated in the GISD Alliance Strategy Group Briefing on **7th February**, a preparatory call for the Financing for Development (FfD4) Preparatory Committee. The briefing provided a platform to discuss sustainable finance strategies, aimed at supporting the UN Sustainable Development Goals (SDGs) and addressing key challenges in financing for development.

Discussions during the briefing explored innovative approaches to bridging financing gaps, with a focus on aligning global investments with climate action, biodiversity conservation and socio-economic resilience. The role of private sectors, impact investments and sustainable financial instruments was emphasised as critical to accelerating progress towards a greener, more inclusive global economy.

Following the briefing, EEG virtually followed the Preparatory Committee for the FfD4, which took place from **10th to 14th February** at the UN Headquarters in New York. The session set the stage for the upcoming FfD4 conference, scheduled to take place in Seville, Spain in June 2025.



In the Spotlight: A Month of Media Engagements

February has been a month of extensive media coverage for EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, as she took centre stage in TV, radio and print interviews, passionately advocating for sustainability and environmental responsibility across the UAE.

1) On **4th February**, WAM (Emirates News Agency) featured EEG's significant sustainability contributions, including the planting of 15,881 trees in 2024 and the success of the Clean UAE Campaign, which mobilised over 83,000 volunteers to remove more than 43,500 kg of waste. The coverage highlighted EEG's recycling initiatives and corporate partnerships, reinforcing its steadfast commitment to achieving zero waste to landfill by 2030.

2) Also on **4th February**, on the occasion of the National Environment Day, The National featured Mrs. Al Mar'ashi as one of the UAE-based experts involved in the Sustainability Experts Network. This network, launched to promote sustainability across various sectors, aims to foster positive behavioural changes. In the same feature, Mrs. Al Mar'ashi discussed EEG's participation in the Arabia CSR & Sustainability Awards, an event hosted by the Arabia CSR Network.

3) On **10th February**, Mrs. Al Mar'ashi continued her media outreach with a series of radio interviews. She joined Channel 4 104.8FM to discuss EEG's Can Collection Drive (CCD) and Clean UAE Campaign, followed by an interview on 107.8FM where she focused on the CCDay initiative. Later, on **13th February**, she appeared on Radio 4 89.1FM, providing further insights into EEG's flagship environmental campaigns.

4) On **21st February**, Mrs. Al Mar'ashi participated in a live interview with Sabah Al Emarat TV station, during which she spoke about the UAE's "Year of the Community" initiative. She emphasised the importance of public-private partnerships and community-driven sustainability. Additionally, she shared that EEG will be launching new initiatives aimed at recycling, resource conservation, urban greening and waste reduction—all aligned with the UAE's Zero Waste 2030 goal.

5) On **27th February**, Mrs. Al Mar'ashi joined Riverside's GIB AM Women in Climate Podcast Series to discuss sustainable investing. With finance at the core of climate action discussions, the conversation explored how funds could be most effectively utilised in the energy transition. The podcast delved into how these funds could be directed towards equitable climate action and examined the innovative tools being implemented to expedite the transition.

EEG Intensifies its Tree Planting in February

Emirates Environmental Group has further solidified its commitment to sustainability with a series of transformative tree planting events in February, under the flagship "**For Our Emirates We Plant**" programme.

In powerful collaborations with Imtiaz Development in partnership with Ras Al Khaimah Bee Reserve on **8th February**; Innoventures in partnership with Umm Al Quwain Municipality on **15th February**; and CEMEX in partnership with Al Shahama Municipality on **19th February**, EEG successfully planted 3,501 native trees. These efforts, supported by our esteemed government partners, drive forward our mission to combat climate change and protect biodiversity.

The year's first planting, in collaboration with Imtiaz Development and in partnership with RAK Bee Reserve, saw an impressive 2,000 saplings take root. This was followed by another tree planting event with Umm Al Quwain Municipality and Innoventures, where **1,000 trees** were planted. CEMEX, in partnership with Al Shahama Municipality, rounded off the month by adding **501 trees** to the landscape. Together, these initiatives have brought EEG's total tree count to over 2,144,985, resulting in a remarkable reduction of 186,199 metric tonnes of CO₂ emissions since the programme's inception in 2007. This demonstrates the immense power of collective environmental action and its tangible impact on the fight against climate change.

In an exciting new chapter for the programme, EEG proudly launched its Mangrove Planting Programme. The first-ever mangrove planting took place in collaboration with GE Vernova, where **180 saplings** were planted along the UAE's coastline. The planting of these 180 mangrove saplings (*Avicennia marina*) will sequester up to 26,100 kg of CO₂, which will be stored in the soil over their average 60-year lifespan.

These pioneering initiatives align seamlessly with the UAE's ambitious Net Zero by 2050 strategy and the "Plant the Emirates" national initiative, reinforcing efforts to increase green cover and foster resilient, sustainable ecosystems across the nation.

These events are a testament to EEG's dedication to environmental stewardship and a celebration of the power of partnerships. Corporate partners, volunteers and community members came together to make a lasting difference and the participants were also encouraged to engage in community clean-up activities, further amplifying the impact of these initiatives and demonstrating that true sustainability extends beyond planting trees.



UN Engagements

1) Digital Knowledge Hub for Sustainable Minerals and Metals Management

EEG took part in a webinar on 11th February that focused on the development of the Digital Knowledge Hub, an initiative under UNEA Resolution 6/5. The platform aimed to facilitate global knowledge exchange, best practices and policy guidance on the environmental aspects of minerals and metals management. The session provided an update on the progress made in designing the hub and gathered input from stakeholders to refine its structure and functionality. The Digital Knowledge Hub is being designed as an interactive and inclusive platform that will provide access to a comprehensive resource library, online communities of practice, capacity-building opportunities, and an AI-powered user interface and is currently in development, with testing and an initial launch planned for April 2025, followed by full implementation in November 2025.

2) EEG Observes Civil Society Townhall with the President of the UN General Assembly

EEG virtually participated in the Civil Society Townhall with H.E. the President of the 79th Session of the United Nations General Assembly. Organised by the UN Department of Global Communications and moderated by Director of the Outreach Division, the event provided an opportunity for civil society to engage in meaningful discussions on global priorities.

The session focused on the President’s vision for the 79th Session, under the theme Unity in Diversity for the Advancement of Peace, Sustainable Development, and Human Dignity for Everyone Everywhere. The dialogue emphasised the need for a whole-of-society approach to addressing pressing global challenges. The 2nd segment of the Townhall explored the implementation of the Pact for the Future, with a particular focus on digital cooperation, intergenerational responsibility and inclusive multilateralism.

3) Enhanced Civil Society Participation in UNEP-led Events

On 19th February, EEG participated virtually in the Group of Friends Meeting on Enhanced Civil Society Participation in UNEP-led Events. The session provided a platform for stakeholders to discuss the importance of inclusive engagement in environmental decision-making and the role of civil society in shaping global sustainability policies. A significant part of the discussion focused on the Ministerial Declaration for the upcoming United Nations Environment Assembly (UNEA-7), with Member States and Major Groups sharing insights on potential topics and priorities for inclusion in the draft declaration.

4) CPR Subcommittee Meetings Held in February 2025

In February, EEG also participated in two important CPR Subcommittee meetings focused on advancing global environmental policy and sustainability. The 1st meeting took place on 25th February and centred on the resumed 3rd session of the ad hoc open-ended working group on a science-policy panel to contribute further to the sound management of chemicals and waste and to prevent pollution. The discussions highlighted the ongoing efforts to enhance the management of chemicals and waste, with a particular focus on the role of science in shaping policy decisions.

The 2nd session, held on 27th February, reviewed UNEP’s thematic programmes and provided updates on several significant global environmental agreements. The discussions covered the outcomes of COP 29, where climate change policies and strategies were key topics. The meeting also included a briefing on the outcomes of the 5th session of the Intergovernmental Negotiating Committee (INC-5), focusing on the global efforts to address plastic pollution and its impacts on the environment.

On-Going Event

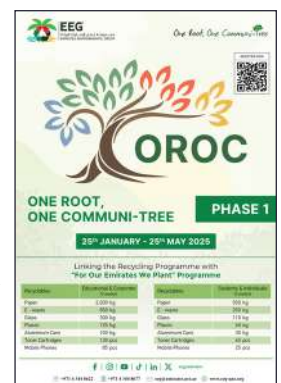
OROC Phase 1 Is Ongoing – Join Us in Making a Difference!

EEG is continuing the 16th cycle of its **One Root, One Communi-tree** (OROC) initiative, running from **25th January to 25th May 2025**. Phase 1 is currently ongoing, offering individuals, families, schools, businesses, and government entities the opportunity to recycle and contribute to sustainability.

In 2024, OROC saw **825** organisations recycle over **600,000** kg of materials, resulting in the planting of **1,383** native trees. This year, we aim for even greater milestones. Building on that success, we are determined to reach even greater milestones this year. The OROC initiative plays a pivotal role in combating climate change and promoting environmental stewardship across the region.

How to Participate: Collect and recycle paper, plastic, aluminium cans, glass bottles, e-waste, toner cartridges, and mobile phones. Those who meet the recycling targets will have the chance to plant a native tree in their name on **18th December 2025**, as part of EEG’s **For Our Emirates We Plant** campaign.

Together, we can make the year 2025, another year of impactful action. By participating in this project, you will not earn a Certificate of Participation and you will also play an active role in securing a sustainable future for the generations to come. Let’s work together to protect the planet and its precious ecosystems, ensuring a greener and more sustainable future for all.



Join us today and contribute to a greener UAE!

[Register Here](#)



Arab StarPack Pro 2025

EEG, as a proud member of the World Packaging Organisation (WPO) with voting rights, is excited to announce the launch of the 3rd edition of Arab StarPack Pro 2025. This prestigious competition recognises and celebrates the best in consumer and industrial packaging design across the Arab region.

Building on the success of previous editions, Arab StarPack Pro 2025 provides a unique platform for industry professionals to showcase their innovative packaging solutions. The competition highlights the significant role packaging plays in branding and product marketability, offering winners global recognition.

Furthermore, Arab StarPack Pro is fully accredited by the WPO, ensuring that winning entries will be eligible to apply for WorldStar 2026, the most esteemed global packaging award. The **WorldStar 2024** edition saw 12 breakthrough winners from the Arab region, marking a historic achievement, and we look forward to more Arab innovators shining on the global stage.

For more details and to submit your entry, please visit the **Arab StarPack Website** and the **WorldStar Website**.

Green Call

EEG will launch its annual initiative, Green Call, this March. This month-long campaign encourages individuals and organisations to collect and recycle discarded mobile phones, ensuring their proper disposal and reducing environmental harm.

In today's fast-paced digital world, mobile phones have become essential, but their mass production, resource extraction, and frequent upgrades result in excessive waste. Proper recycling helps recover valuable materials, reintegrating them into the supply chain and reducing the strain on natural resources.

EEG invites all members of society to participate in this impactful initiative. Participants who meet the collection target will be rewarded with an indigenous tree planted under their organisation's name. The project will run from **25th March to 25th April**, so don't miss the chance to contribute to a sustainable future!

[Register Here](#)



Paper Walk

Despite advancements in digital technology, paper consumption continues to be a significant environmental challenge. The growing demand for paper places immense pressure on forests and ecosystems globally. To address this issue, EEG is proud to launch the annual "Paper Walk" Project.

This initiative aims to raise environmental awareness and promote sustainable practices by engaging the community in paper collection and recycling efforts. By participating, individuals, academia and corporation will contribute to conserving valuable resources, reducing deforestation, and lowering their carbon footprint. Additionally, the project will coincide with Earth Hour, encouraging participants to turn off their lights from 8:30 PM to 9:30 PM on **22nd March**, reinforcing our collective responsibility to protect the environment.

[Register Here](#)



Members Event

EEG Welcomes Manitowoc as a New Corporate Member

Emirates Environmental Group is delighted to welcome Manitowoc as a new corporate member, reinforcing our shared commitment to sustainability and responsible business practices.

Founded in 1902, Manitowoc has grown into a globally respected leader in the crane industry, offering innovative lifting solutions, including crawler, boom, telescoping and tower cranes. Guided by "The Manitowoc Way," the company emphasises innovation, efficiency and adaptability, ensuring long-term success while integrating sustainable practices into its operations.

By joining EEG, Manitowoc demonstrates its dedication to environmental responsibility and sustainable development. We look forward to collaborating on initiatives that promote resource efficiency, reduce environmental impact and contribute to a greener future.

For more information about Manitowoc and its initiatives, please visit www.manitowoc.com.



EEG MEMBERS' UPDATE

EEG welcomed 1 new and 6 renewed corporate members in the month of February 2024
CORPORATE MEMBERSHIP

NEW	RENEWALS
Grand Belle Vue Hotel Apartment Az LLC	Abu Dhabi Terminals LLC
-	Ali and Sons Holding LLC
-	Asdaa Advertising FZ LLC
-	Dubai Cable Company (Private) Limited
-	Nestle
-	Two Seasons Hotel & Apartments

UN NEWS



UNEP 2024 Annual Report: A Strong Call for Increased Global Action

UNEP NEWS

The UN Environment Programme (UNEP) has published its 2024 Annual Report, urging nations to step up their efforts to address the growing environmental challenges facing the world. The report reflects UNEP's continued work to provide scientific solutions, support multilateral agreements and mobilise funding for environmental initiatives.

2024 saw a series of important environmental negotiations, including UNEA-6 in Kenya, COP16 in Colombia, and COP29 in Azerbaijan. Although there was progress, key issues remain unresolved, highlighting the urgent need for greater global cooperation to achieve lasting solutions for a more sustainable future.

The Emissions Gap Report warned that significant action is still required to meet the Paris Agreement's target of limiting global warming to 1.5°C. Meanwhile, the Adaptation Gap Report revealed that despite an increase in international funding for adaptation, a substantial shortfall remains in the resources needed to support vulnerable countries.

Looking ahead, UNEP's initiatives in renewable energy, energy efficiency and low-emission mobility are set to benefit millions and contribute to significant reductions in global emissions.

[READ MORE](#)



UN Report Highlights Escalating Global Aridity Crisis

UNCCD NEWS

The UN Convention to Combat Desertification (UNCCD) report reveals alarming trends in global aridity, with over 75% of the Earth's land becoming permanently drier over the past three decades. Launched at COP16 in Riyadh, Saudi Arabia, the report warns that by 2100, up to five billion people could be affected unless urgent action is taken.

From 1990 to 2020, 77.6% of global land saw increased aridity, with drylands expanding by 4.3 million km². This shift threatens ecosystems, agriculture and human livelihoods, especially in regions like the Mediterranean, the western US, central Africa and parts of Asia. If emissions continue to rise, another 3% of humid areas could become drylands by century's end.

Aridity differs from temporary droughts, as it marks permanent climate changes. The report warns of land degradation, food and water insecurity, biodiversity loss and forced migration, with vulnerable regions facing the greatest risks.

The UNCCD urges global action to improve land use, invest in water efficiency, and incorporate aridity monitoring into climate strategies to prevent irreversible land degradation.

For years, documenting the rise of aridity proved a challenge, the report states. Its long-term nature and the intricate interplay of factors such as rainfall, evaporation, and plant transpiration made analysis difficult. Early studies produced conflicting results, often muddied by scientific caution. The new report marks a turning point, leveraging advanced climate models and standardised methodologies to deliver a definitive assessment of global drying trends.

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Waste Management Programme

Monthly Progress Report

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

- >> Reduction of 416 (MTCO₂e) GHG
- >> Saving of 4,503 Million BTU of Energy
- >> Saving of 852 m³ of Landfill Space
- >> Saving of 959 Trees from being felled
- >> Saving of 47 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
During February, EEG collected 56,143 kg of Paper from 164 participating entities. It recorded a 7% decrease compared to January. We urge and encourage all our members and readers to roll up their sleeves and help us recycle every piece of paper to enable us to achieve our goals, we still have 10 months in front of us. We need your active involvement to reduce the amount of waste ending in landfills.	Jumeirah Zabeel Saray	3,668	Ali Darwish Mubarak Salim Alzaabi	1,014
	Pivot Dubai	3,525	Sean Sanoop	975
	Design Infinity	2,987	AayushKrishnanivas Supal	515
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In February, EEG collected 12,028 kg of Aluminum Cans from 165 participating entities, showing a 1,589% increase from January. This outstanding achievement is due to the power of the community who participated in the Can Collection Day on 22nd Feb. We have achieved till end of February 36.4% of this years' target. We encourage everyone to participate actively and contribute to helping us strengthen the circular economy direction.	Emirates Flight Catering	2,500	Syed Hamzah Pasha	32
	Dubai World Trade Center	715	Achyut Veeruchi Kumar	31
	Wasl Properties	657	Fadeela Alhammadi	27
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
EEG successfully gathered 8,040 kg of plastic waste from 98 participating entities in February, marking a 10% increase from January. We are energised and we call on all members of the society to join us in building momentum.	Wasl	757	Ali Darwish Mubarak Salim Alzaabi	598
	Flora Inn Hotel	570	Ibrahim Pasha	220
	Dubai World Trade Centre	340	Sarrine Bhatia	70
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In February, EEG successfully collected 88 pieces of toner cartridges from 3 participating entities, marking a 73% decrease from January. This reduction can be attributed to the fact that EEG now only accepts HP toner cartridges for recycling. We encourage everyone to gear up for the upcoming initiatives and take part in recycling the HP toners as we progress through the year.	Sharjah Electricity & Water Authority	55	-	-
	Salik pjsc	30	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In February, EEG collected 16,133 kg of glass bottles from 54 participating entities. February saw a 69% increase in glass collection compared to the previous month, we are delighted with this active participation and we encourage the community to participate whole heartedly as we progress through the year. Let's work together to increase these numbers, ensuring a positive trend throughout the year.	Dubai World Trade Centre	5,350	Ali Darwish Mubarak Salim Alzaabi	569
	Jumeirah zabeel Saray	1,040	Aryan Chamoli	56
	Two Seasons Hotel & Apartments	860	Aayan Kapur	50
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In February, EEG effectively gathered 2,542 kg of e-waste from 17 participating entities. February saw a 41% increase in e-waste collection compared to the previous month. We call on our community to rise to the challenge set in February and surpass this number in March. Let's continue the 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 March, ensuring a positive shift in our e-waste collection efforts.	W Abu Dhabi Yas Island	1,860	Ali Darwish Mubarak Salim Alzaabi	37
	NTS Amega Global	241	Ridhima Singh	27
	US Consulate	185	-	-
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In February, EEG collected 687 kg of scrap metal from 17 participating entities, marking a 31% decrease from the previous month. It's time to turn the tide! Join us in March 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	90	Ali Darwish Mubarak Salim Alzaabi	317
	Dubai Emerald Lions Club	87	Abeha Batool	35
	US Consulate	57	Maitha Al Mar'ashi	24

MOBILE COLLECTION CAMPAIGN: In February, EEG collected 5 mobile phones only from 2 participating entities. We are calling on the community at large to join us in building momentum and helping us meet the set target for the year. Your participation will make a significant impact on our environmental goals.

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.

