

# EEG CORP NEWS

Together for a Better Environment<sup>®</sup>



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



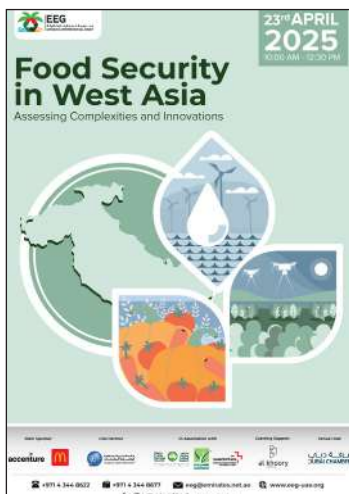
April 2025  
Issue 04

عيد مبارك

Eid  
Mubarak



## Upcoming Events



## Click on the issue

Chairperson's Note	2
EEG News	3
Ongoing & Upcoming Events	8
Member News	9
UN News	9
Waste Management Report	10

## 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)



[eegemirates](http://eegemirates)



### EDITORIAL TEAM:

Habiba Al Mar'ashi, Mariella Gaspar,  
Jipson Joy, Rose Ann Quiambao

### DESIGNED BY:

Robert Allana



## Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

As we move forward through 2025, it is with great joy and heartfelt gratitude that I extend my warmest Eid Al Fitr greetings to each of you. May this blessed occasion bring peace, prosperity and good health to you and your loved ones.

This holy month held special significance for all of us as we reflected on the spiritual growth we experienced during the month of Ramadan, but also as we took stock of our efforts to protect and preserve the world around us. At EEG, the 1<sup>st</sup> quarter of 2025 has been a time of intense activity, collaboration and new opportunities to advance the cause of sustainability.

March was undoubtedly a busy month for us at EEG. As we continued our journey, we were mindful of the urgency with which we need to address environmental issues on a local, regional and global level. We saw tremendous momentum, as we engaged with several key stakeholders, participated in global discussions, and, most importantly, initiated meaningful collaborations that further our cause. We had the honour of attending a wide array of events that brought us together with like-minded organisations, experts and leaders. One of the most notable events was the **Future Women Leaders Forum** held on **8<sup>th</sup> March** at the Inter-Continental Hotel Dubai Festival City. Organised by Tristar Group in partnership with Gulf News, this forum was a powerful celebration of International Women's Day. As part of the event, I had the privilege of sharing my thoughts on leadership and sustainability in a panel discussion that focused on women's vital role in shaping a more inclusive and sustainable world. Read more on page 3.

We also participated in the **GISD Alliance Outreach & Engagement Meeting** on **13<sup>th</sup> March**. This gathering was a critical moment to continue advancing the conversation around global sustainable finance, particularly with regard to private sector involvement in the achievement of the UN Sustainable Development Goals (SDGs). March also saw the launch of our **1<sup>st</sup> Round Table Discussion on Construction & Demolition Waste Management**, an initiative which aligns with our focus on reducing waste in the UAE. We are acutely aware that construction and demolition (C&D) waste is one of the largest contributors to landfill overflow, and finding viable solutions for recycling and reducing C&D waste is key to achieving our sustainability goals. The round table facilitated productive discussions on current waste management practices, regulations and the need for enhanced technological solutions in this sector. Read more on page 3.

Another key highlight in March was the **meeting with the Embassy of Zimbabwe** on **20<sup>th</sup> March**. It was a privilege to meet with **H.E. Never Mutizwa**, the Consul General of Zimbabwe to the UAE, at the EEG office. During our meeting, we explored potential areas of collaboration between Emirates Environmental Group

and the concerned entities in Zimbabwe, particularly in supporting the country's sustainable development efforts. Zimbabwe, like many nations, faces significant environmental challenges, and by strengthening our partnership, we hope to contribute to the nation's goals of sustainable growth, particularly in areas such as waste management, environmental education, renewable energy and the circular economy.

Additionally, on the same day, I had the opportunity to attend virtually the **1<sup>st</sup> meeting of the Scientific Platform of Sustainable Packaging (SPSP)** organised by Herriot Wat University. This important initiative focuses on developing sustainable packaging solutions, and it was exciting to see how members from diverse backgrounds came together to brainstorm strategies for reducing the environmental impact of packaging. As part of our ongoing commitment to food system sustainability, EEG participated in the **30<sup>th</sup> Multi-stakeholder Advisory Committee (MAC) meeting** of the **One Planet Network for Sustainable Food Systems Platform (OPN SFSP)**. This virtual meeting provided an excellent opportunity for us to engage with global stakeholders on issues related to food systems, from production to consumption. Furthermore, EEG continued its engagement with the World Green Building Council (WGBC) and UNEP, both of which focus on advancing sustainability and responsible environmental practices globally. These platforms provide invaluable opportunities to share best practices and ensure a more sustainable future across various sectors. Read more on page 5 & 7.

Finally, we also celebrated **Earth Hour** with our **Paper Walk Campaign**. This annual initiative, which encourages recycling while participating in the global movement to reduce energy consumption, was a resounding success, with over **73** EEG members collectively contributing an impressive **31,177** kg of paper for recycling. By tying this campaign to Earth Hour, we reinforced the importance of both individual and collective action in safeguarding our planet for future generations.

As the month of Ramadhan concludes and we celebrate Eid, let us reflect on the blessings of Ramadan, let us also reaffirm our commitment to advancing sustainability in every aspect of our lives. The work that we do together at EEG is a reminder that every small action counts in the fight against climate change. I encourage all of you to continue leading by example, to push the boundaries of innovation, and to embrace sustainability as not just a priority but as a way of life. In closing, I want to express my deepest gratitude for your unwavering support, dedication and partnership. The year 2025 is already proving to be a remarkable journey, and with your continued engagement, I am confident that we will achieve even greater successes in our collective mission. Wonderful Eid greetings to all, and may the coming months be filled with peace, progress, and prosperity.



**Future Women Leaders Forum 2025**

**8th March**

The Future Women Leaders Forum took place at the InterContinental Hotel Dubai Festival City, organised by Tristar Group in partnership with Gulf News.

The event, which marked International Women’s Day, brought together inspiring leaders from various sectors to discuss gender equality, leadership strategies, and the crucial role women play in shaping a more sustainable and inclusive future. The forum was opened by Mr. Eugene Mayne, Founder and CEO of Tristar Group, who highlighted the power of collective action in pushing for gender equality. “Every step we take to support women’s rights is a step towards a more just and equitable society,” he emphasised, stressing the importance of ongoing efforts in achieving true equality. A standout moment during the forum was the Panel Discussion on Lessons in Leadership: Winning Strategies, which featured Mrs. Habiba Al Marashi, Co-founder and Chairperson of the EEG. Mrs. Al Marashi shared invaluable leadership insights, particularly for women stepping into managerial roles or leading teams in new environments. In response to a question about advice for new leaders, Mrs. Al Marashi said, “My best tip for new leaders, especially for women stepping into managerial roles, is to focus on building trust and open communication from the very beginning. Leadership isn’t just about making decisions or being in charge; it’s about guiding, empowering, and supporting your team. To do this effectively, you need to foster an environment where your team feels heard, respected, and valued.”

When asked specifically about green leadership, Mrs. Al Marashi, a passionate advocate for sustainability, shared her experiences in leading the Emirates Environmental Group. She discussed how green leadership is about far more than advocating for sustainability—it’s about creating lasting change through vision, passion, and collaboration. She also spoke about the success of the Arabia CSR Network and Emirates Green Building Council, organisations she has either co-founded or been deeply involved in, and how each has contributed to advancing sustainability in the region.

“The spirit of collaboration has been the cornerstone of our journey,” she said, referring to the collective efforts of businesses, government bodies, and communities working together to achieve sustainability goals. Mrs. Al Marashi also emphasised that leadership in sustainability isn’t about pushing for change from the top down, but rather inspiring and empowering everyone to take part in creating a better, more sustainable future. As we celebrate the achievements of women, let’s continue to drive forward the momentum of this important movement.

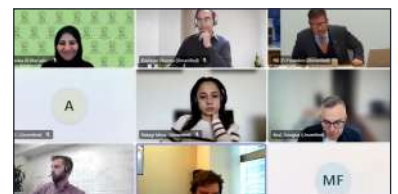


**GISD Alliance Outreach & Engagement Meeting**

**13th March**

Mrs. Habiba Al Marashi, EEG Co-Founder & Chairperson, participated in the GISD Alliance Outreach & Engagement Meeting in her capacity as a board member of the GISD Alliance. The meeting served as a pivotal platform for preparing for the Fourth International

Conference on Financing for Development (FFD4) and the International Business Forum (IBF). Key discussions centred on the critical updates surrounding FFD4, which aims to accelerate global sustainable development financing. Strategies were explored to significantly boost private sector engagement at both FFD4 and IBF, with a particular focus on aligning business participation with the broader objectives of the Sustainable Development Goals (SDGs). The meeting also reviewed the essential steps for accreditation and registration processes for both events, ensuring a seamless experience for businesses eager to contribute to these landmark initiatives. Other key matters were addressed, laying the groundwork for further collaboration and partnership ahead of these high-profile events. As an active board member, Mrs. Al Marashi continues to play an instrumental role in steering the GISD Alliance’s efforts to mobilise the private sector in support of sustainable finance, cementing her commitment to advancing global sustainability initiatives.



**Most Outstanding Woman of the Year Award (Environment & Climate Sustainability)**

**18th March**

Mrs. Habiba Al Marashi was honoured with the prestigious Most Outstanding Woman of the Year award in the Environment & Climate Sustainability category at the Al Khoory Garden Sky Hotel. This recognition acknowledges her outstanding leadership and dedication to advancing sustainability both in the UAE and beyond.

The award ceremony was part of the Premier Women Middle East & Africa Awards, an esteemed annual event that celebrates the remarkable achievements and contributions of women across various sectors in the Middle East and Africa. The awards serve as a platform to highlight the brilliance, resilience, and leadership of women who are driving innovation and shaping the future in business, technology, healthcare, education, and the arts.

Mrs. Al Marashi’s exceptional work as the Co-founder & Chairperson of EEG has established her as a leading advocate for environmental protection and climate sustainability in the region. Her efforts to champion corporate social responsibility, green leadership, and sustainability have had a transformative impact on the environmental landscape and have inspired many to follow her example. In addition to receiving the award, Mrs. Al Marashi was featured in the Premier Women Middle East & Africa magazine, which further highlights her significant influence as one of the foremost leaders in sustainability today.

The feature celebrated her remarkable career and her tireless commitment to driving positive change in environmental policy, green initiatives, and corporate sustainability. This recognition is a well-deserved tribute to Mrs. Al Marashi’s unwavering dedication to sustainability. Her journey continues to inspire countless individuals striving for positive change in their communities and industries.



**1<sup>st</sup> Round Table Discussion 2025 on Construction & Demolition Waste Management**

**19<sup>th</sup> March**

Emirates Environmental Group (EEG), in partnership with Saint-Gobain, hosted its 1<sup>st</sup> Round Table Discussion of the year on the pressing issue of Construction & Demolition Waste (C&D) management in the UAE. The event was hosted by SEE Institute and brought together a diverse group of industry experts, stakeholders, and environmental leaders for an in-person gathering. The roundtable aimed to address the significant challenges in managing C&D waste in the UAE, a country that has experienced rapid urban development and construction growth, resulting in large volumes of waste. The discussions focused on current waste management practices, the economic and social factors hindering effective C&D waste treatment, and the regulatory frameworks that could benefit from updates to improve efficiency and sustainability.

**Objectives:**

- To bring together industry leaders to discuss C&D waste management issues.
- To identify global best practices that can be implemented in the UAE.
- To evaluate the economic and social barriers to proper C&D waste treatment.
- To assess existing frameworks and regulations and propose potential updates.

**Key parts:**

1. Main Challenges of C&D Waste in the UAE
2. Existing Waste Management Services and Best Practices
3. Global Solutions for C&D Waste Management
4. Conclusion and Call to Action

In line with the UAE’s “Year of Community,” the event also focused on fostering collective action for a healthier environment. Key stakeholders from the public and private sectors came together to share solutions and innovative ideas that could help the UAE take a leadership role in recycling C&D waste.

The event highlighted the critical need for sustainable C&D waste management solutions in the UAE and outlined actionable steps for addressing environmental challenges. By fostering collaboration and adopting innovative approaches, the UAE can drive both environmental and economic benefits, contributing to the achievement of several UN Sustainable Development Goals, including responsible consumption, climate action, and sustainable cities.



**UN Special Rapporteur’s Online Consultation on Toxics and Human Rights**

**19<sup>th</sup> March**

Emirates Environmental Group (EEG) participated virtually in an online consultation hosted by the UN Special Rapporteur on Toxics and Human Rights and the Center for International Environmental Law (CIEL).

The session focused on Access to Justice and Effective Remedies in the Context of Toxics, which will inform the Special Rapporteur’s report to the United Nations Human Rights Council in September 2025.

The consultation aimed to address global challenges related to toxic pollution and its impact on affected communities, who often face significant legal, financial, and procedural barriers to obtaining justice.

The discussion revolved around key topics, including firsthand experiences of affected communities, identifying gaps in legal and institutional frameworks, and exploring best practices that have improved access to justice.

The goal was to gather insights to help shape international policy recommendations that could enhance legal remedies for those harmed by toxic pollution. EEG’s participation highlighted its commitment to environmental justice, contributing valuable perspectives to global efforts aimed at ensuring fair access to justice for those affected by toxic harm.

**EEG Meets with the Embassy of Zimbabwe**

**20<sup>th</sup> March**

Mrs. Habiba Al Marashi, EEG Co-Founder and Chairperson, welcomed H.E. Never Mutizwa, the Consul General of Zimbabwe to the UAE, to the EEG office for an insightful and productive meeting.

The discussion centred around potential areas of collaboration between EEG and Zimbabwe, particularly in supporting the country’s sustainable development efforts. The meeting explored various ways EEG could contribute to Zimbabwe’s environmental and development initiatives. Both parties discussed how EEG’s expertise in sustainability and environmental conservation could be leveraged to support Zimbabwe’s ongoing efforts in areas such as resource management, waste reduction, and the promotion of green technologies. Key topics included facilitating knowledge exchange, supporting community-based environmental projects, and exploring partnerships for climate change adaptation and mitigation. Mrs. Al Marashi and H.E. Mutizwa emphasised the importance of collaborative action to address pressing global challenges and how both entities could work together to foster sustainable development in Zimbabwe. EEG expressed its commitment to playing a significant role in facilitating these initiatives, particularly through capacity-building programmes, and raising awareness on sustainable practices.



## Scientific Platform of Sustainable Packaging

**20<sup>th</sup> March** The EEG Co-Founder & Chairperson, attended the 1st meeting of the Scientific Platform of Sustainable Packaging (SPSP) virtually organised by Herriot Watt University. The meeting aimed to kickstart the journey of the initiative, focusing on promoting sustainability within packaging practices.

During the session, key discussions centred around the status of the Packaging for Sustainability Programme, along with identifying the roles and responsibilities of each member. The members also provided valuable advisory support for the 2<sup>nd</sup> edition of the programme, particularly focusing on research to design new bio-based packaging materials, enhance recyclability and improving waste management systems through circular economy approaches.

Further, the meeting covered topics such as selecting research areas to address packaging challenges in the UAE, contributing to executive training and mentoring participants in design competitions. The group also discussed collaboration opportunities for publishing scientific papers on sustainable packaging and drafting policy recommendations to local authorities to promote best practices.

## Paper Walk Campaign: A Step Towards a Sustainable Future

**22<sup>nd</sup> March** In a powerful demonstration of collective action and commitment to sustainability, EEG successfully held its annual Paper Walk Campaign on **22<sup>nd</sup> March**, aligning with the global Earth Hour movement. This initiative celebrated the global call to switch off lights from 8:30 pm to 9:30 pm to reduce energy consumption and carbon emissions, and also underscored the transformative power of recycling in building a more sustainable world.

EEG's Paper Walk Campaign aims to inspire change within the UAE community by highlighting the critical role recycling plays in conserving energy and curbing CO<sub>2</sub> emissions. With the enthusiastic participation of EEG's diverse members—comprising academic, corporate and student—the campaign spotlighted how small, everyday actions can create a powerful collective impact.

This year's one-day campaign surpassed expectations, with 73 EEG member entities collectively contributing an astounding 31,177 kg of paper for recycling.

This remarkable contribution further amplifies the message that sustainability is not a distant goal, but a reality we can all work towards every day.

EEG also encouraged participants to take part in Earth Hour, integrating the global movement into this local effort. Together, the UAE community embraced the opportunity to reduce their carbon footprints and raise awareness about the importance of energy conservation. The 2025 Paper Walk Campaign serves as a powerful reminder that when we come together as a community, we can achieve tangible, lasting change for the planet.

## CPR Meetings

### 1) EEG Strengthens Global Environmental Collaboration

**13<sup>th</sup> March** EEG participated online in the influential Subcommittee meeting of the Committee of Permanent Representatives (CPR) at the United Nations Environment Programme (UNEP). This key meeting focused on critical issues such as reviewing UNEP's thematic programmes, evaluating reports and audits, and discussing draft recommendations for the upcoming CPR quarterly meeting. Through its active participation, EEG emphasised the importance of cross-sectoral cooperation in tackling the most pressing environmental challenges of our time. The group's involvement in this global platform further solidified its position as a leading voice in promoting sustainability and driving impactful environmental change on the international stage.

### 2) Subcommittee Meeting on Biodiversity and Ecosystem Services

**18<sup>th</sup> March** EEG participated virtually in the Subcommittee meeting of the Committee of Permanent Representatives (CPR), hosted by UNEP. The meeting focused on crucial global environmental topics, including assessments from the 11th session of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) and updates on the work of the International Resource Panel. The EEG's involvement in this high-level meeting provided an important opportunity to further its commitment to biodiversity and ecosystem conservation. As a key player in the environmental field, EEG actively engaged with global experts and representatives, reinforcing its role in shaping future sustainability initiatives and policies. By participating in these strategic discussions, EEG continues to strengthen its presence in the global environmental dialogue, promoting cooperation and shared action towards a sustainable future.

### 3) 169<sup>th</sup> CPR Meeting

**20<sup>th</sup> March** EEG actively participated in the 169<sup>th</sup> meeting of the Committee of Permanent Representatives (CPR) to the UNEP. The meeting was a crucial platform for discussing key environmental policies and strategies, with the development of a medium-term strategy for the period 2026-2029 and the draft programme of work and budget for 2026-2027 being among the most significant agenda items. The meeting also included discussions on the adoption of the provisional agenda for the 169<sup>th</sup> CPR meeting, the approval of the draft minutes from the 168<sup>th</sup> meeting, and the Executive Director's report. Furthermore, attendees reviewed vital evaluation reports and audits, and deliberated on the preparations for the seventh session of the United Nations Environment Assembly. EEG's engagement in this high-level meeting reaffirmed its unwavering commitment to shaping global environmental policy and advancing sustainability efforts. By participating in these critical discussions, EEG continues to play a vital role in the global drive for effective climate action, biodiversity protection, and sustainable development.



## EGBC Engagements

### 1) EGBC Career Path Online Development Meeting

**14<sup>th</sup>  
March**

The EEG Co-Founder & Chairperson, participated in the EmiratesGBC Career Path Online Development Meeting in her capacity as EGBC Co-Founder, Vice Chair and Treasurer. The virtual meeting focused on enhancing career development within the green building sector, addressing skills gaps and strategies to support professionals' growth.

She contributed to discussions on sustainable career paths and the financial aspects of development programs, reaffirming her commitment to advancing sustainability and building a skilled workforce for the future.

**24<sup>th</sup>  
March**

### 2) EGBC Management Committee Meeting

The EEG Co-Founder & Chairperson attended the EGBC Management Committee Meeting virtually. The meeting covered several key organisational and strategic matters, including updates on the progress of ongoing initiatives, financial reviews and plans for upcoming projects. Discussions also focused on strengthening EmiratesGBC's role in promoting sustainable building practices across the region and ensuring the council's objectives align with global sustainability standards.

She contributed actively to the meeting, offering valuable insights into EmiratesGBC's operational priorities and long-term vision. Her involvement in the meeting underscored her ongoing commitment to advancing sustainable development within the construction and building sectors.

**26<sup>th</sup>  
March**

### 3) EGBC Q1 Board Meeting

The EEG Co-Founder & Chairperson participated virtually in the EmiratesGBC Q1 Board Meeting. The session covered important updates and discussions on several key matters related to EmiratesGBC's progress and strategy for the year.

The meeting began with a welcome address by the Chair, followed by introductions and the approval of the minutes from the previous Board meeting. A key focus of the meeting was a progress update on EmiratesGBC's 2024-2025 strategy, with members reviewing the accomplishments and challenges of the 1<sup>st</sup> quarter and identifying areas for improvement.

Financial updates were presented by the Treasurer, with a detailed review of the actuals for January to March 2025, followed by a membership status update, highlighting the council's growth and engagement efforts. Event planning also took centre stage, with discussions on major upcoming initiatives, including the 2025 Annual Congress, MENA Awards and other planned events throughout the year.

As a committed leader within EmiratesGBC, she contributed to the discussions on these important matters, ensuring that the objectives of the organisation remain aligned with its mission to promote sustainability and green building practices in the region.

## Media Engagements

### 1) EEG's Successful Can Collection Campaign Featured in Aluminium Today

EEG has once again been recognised for its ongoing commitment to sustainability, with its highly successful Can Collection Campaign being covered in Aluminium Today. The campaign, which focuses on collecting and recycling aluminium cans, has become one of the most anticipated annual events in the UAE, encouraging widespread participation from individuals, communities, and businesses across the country. Since its launch in 1997, the campaign has made significant strides in fostering a culture of recycling. By the end of 2024, EEG had successfully collected over **439,825** kg of aluminium cans, contributing to the reduction of **6,602** MTCO<sub>2e</sub> emissions, saving energy, and reducing landfill space. The campaign continues to inspire more entities to get involved, with participants often exceeding the target of 35 kg of cans per entity to earn certificates of appreciation. EEG's campaigns, play a key role in promoting a circular economy and climate action, making a tangible difference in environmental sustainability. The efforts are directly aligned with the UAE's sustainability goals and contribute to local, regional, and global initiatives such as the United Nations Sustainable Development Goals and the UAE's vision for net zero by 2050.

[Read More](#)

### 2) UAE's Progress in Clean Air Efforts

In an interview with The National, Mrs. Habiba Al Marashi, EEG Co-founder and Chairperson, shared her thoughts on the UAE's recent improvement in air quality, as highlighted in the latest international report. The report showed that the UAE has climbed 10 places on the global clean air chart, reflecting the country's ongoing efforts to combat pollution and promote sustainability. Mrs. Al Marashi praised the UAE's progress, attributing it to the government's national initiatives, such as UAE Vision 2021 and Net Zero by 2050, along with active participation from businesses, communities, and environmental organisations like EEG. She emphasised that clean air is not just about reducing pollution levels but ensuring the health and well-being of the nation's residents.

"Achieving this milestone shows the effectiveness of collaborative efforts and government policies in improving air quality," she said. She also noted that the focus on sustainability and cleaner technologies has been vital to the success. Mrs. Al Marashi concluded by urging continued action to safeguard the environment, stating that while progress has been made, there is still much work to be done to ensure a sustainable future.

[Read More](#)

### 3) UAE's Air Quality Improvements in Interview on Dubai Eye

Building on her recent interview with The National, Mrs Al Marashi was also interviewed live by Dubai Eye radio on **12<sup>th</sup> March**. In this follow-up conversation, Mrs. Al Marashi further elaborated on the factors contributing to the country's progress, particularly emphasising the government's sustainable development efforts. She also touched upon the critical role of increasing greenery



in combating air pollution, highlighting how urban afforestation projects and green spaces absorb pollutants and improve air quality. Mrs. Al Marashi confirmed that air quality monitoring across the Emirates is a priority, with real-time tracking systems in place to ensure ongoing improvements. When asked about the government’s strategies, she reiterated the importance of cleaner technologies, stricter emissions regulations, and sustainable transportation solutions. Additionally, she responded to concerns raised by parents about air quality levels in the “red zone,” assuring them that while caution is necessary, the recent improvements in air quality reflect positive steps forward. Her insights serve as a reminder of the UAE’s continued commitment to environmental sustainability and the tangible progress being made toward a cleaner, healthier future.

**4) Mrs. Habiba Al Marashi Discusses the Future of Food in 2050**

In an interview with Caterer Middle East, Mrs. Al Marashi, shared her insights on what food may look like in 2050, considering the challenges of climate change, food insecurity, and the growing global population. Mrs. Al Marashi emphasised that by 2050, food production will have undergone significant transformations, driven by the need for sustainability. She foresees a major shift towards plant-based diets, along with innovative solutions like vertical farming and lab-grown meat, which can help address resource limitations and reduce environmental impact. She also highlighted the possibility of a reduced reliance on water-intensive foods, like beef, due to the scarcity of natural resources.

Mrs. Al Marashi concluded by predicting a change in food consumption habits driven by growing environmental awareness. She believes these shifts will start becoming noticeable in the next decade, as more consumers embrace sustainable eating practices. The future of food, she said, will be shaped by the need to balance resource conservation with population growth and climate change. Look out for the published article on our social media, @eegemirates, this April.

**30<sup>th</sup> Multi-stakeholder Advisory Committee (MAC)**

**25<sup>th</sup> March** EEG attended the 30<sup>th</sup> Multi-stakeholder Advisory Committee (MAC) meeting of the One Planet Network for Sustainable Food Systems Platform (OPN SFSP). The virtual meeting brought together a diverse range of stakeholders to discuss critical developments, challenges, and opportunities in promoting sustainable food systems worldwide.

The meeting focused on advancing strategies to enhance food production efficiency, reduce food waste, and drive more sustainable consumption practices. Key discussions included aligning food systems with global sustainability goals, addressing resource depletion, and identifying innovative solutions for a more sustainable food supply chain.

EEG’s active participation underscored its commitment to supporting sustainable food systems and addressing their environmental impacts, particularly in areas like waste reduction and resource conservation.

As a prominent environmental organisation in the UAE, EEG continues to play a crucial role in advocating for sustainability across various sectors, including the food system. By engaging with the One Planet Network for Sustainable Food Systems Platform, EEG strengthens its global partnerships, contributing to international efforts to build a more resilient, sustainable, and equitable food system.



**WGBC Engagements**

**1) WorldGBC Executive Committee Meeting**

On **13<sup>th</sup> March**, Mrs. Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated virtually in the World Green Building Council (WorldGBC) Executive Committee meeting, in her role as a Vice Chair.

The meeting covered key governance matters, including updates on strategic planning, organisational development and fundraising efforts. Members also discussed the results of the 2024 staff survey and actions for 2025.

**2) WorldGBC Fundraising & Partnership Committee Meeting**

On **20<sup>th</sup> March**, she participated in the World Green Building Council (WorldGBC) Fundraising & Partnership Committee meeting in her capacity as the head of the committee.

The meeting addressed several key topics, including a discussion on the sustainable finance strategy, aimed at boosting investment in green building projects. The committee also received updates on the Buildings Breakthrough initiative, reviewed the status of previous actions and covered essential fiduciary duties to ensure transparency and accountability in future endeavours.

Mrs. Al Mar’ashi strives to contribute to the ongoing efforts to enhance partnerships and fundraising initiatives that support the WorldGBC’s mission to promote sustainable building practices and create a greener, more resilient built environment.

**3) WorldGBC Board Meeting**

On **31<sup>st</sup> March**, Mrs. Al Marashi, attended the World Green Building Council (WorldGBC) Board Meeting in her role as a Board Member. The meeting focused on strategic planning, governance, and initiatives aimed at advancing global sustainability within the built environment. Board members discussed ongoing projects, reviewed the organisation’s progress on key goals, and explored new opportunities for collaboration and funding. The meeting underscored the WorldGBC’s continued commitment to driving change in green building practices, fostering innovation, and promoting sustainable solutions to address the climate crisis.

Mrs. Al Marashi’s participation in the meeting highlighted her leadership in the environmental sector and her dedication to advancing sustainability on a global scale.



**Green Call – Join Us in Creating a Sustainable Future!**

EEG is proud to share the rolling out of its annual initiative, the “Green Call”, which started on **25<sup>th</sup> March** and will run until **25<sup>th</sup> April**. This month-long campaign invites 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 therefore, helps recover valuable materials and reintegrates them into the supply chain, thus, reducing the strain on precious natural resources. Participants who meet the collection target will have the honour of having an indigenous tree planted in their name as a symbol of their commitment to sustainability.

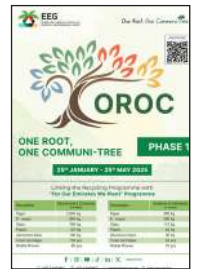
[Register Here](#)



**OROC Phase 1 is Ongoing**

EEG is proud to inform you that the 16<sup>th</sup> cycle of our “One Root, One Communi-tree” (OROC) project, phase 1, is running until **25<sup>th</sup> May**. We are inviting individuals, families, schools, businesses, and government entities to join us in this impactful recycling initiative aimed at fostering a more sustainable future. In 2024, the OROC project saw 825 organisations recycle over 600,000 kg of materials, leading to the planting of 1,383 native trees. This year, we’re pushing for even greater milestones. The OROC initiative continues to play a vital role in combating climate change, mobilising the masses and raising awareness about the importance of environmental stewardship across the UAE. Participants who reach the recycling targets will be rewarded with the opportunity to plant a native tree under their name on 18th December, as part of EEG’s “For Our Emirates We Plant” campaign.

[Register Here](#)

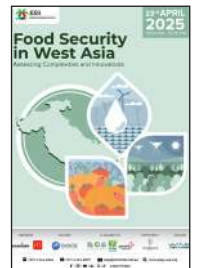


Upcoming Event

**Panel Discussion on Food Security in West Asia**

As the urgency for sustainable actions and innovative solutions becomes more pressing, EEG is thrilled to invite you to our 2<sup>nd</sup> panel discussion of 2025, titled “Food Security in West Asia: Assessing Complexities and Innovations.” This event is co-organised by EEG and the Arabia CSR Network and aims to explore the critical issues surrounding food security in the region. With climate change, geopolitical tensions and water scarcity becoming increasingly prevalent, the session will examine how these challenges impact food production and distribution in West Asia. It will also highlight the role of emerging technologies such as AI-driven agriculture and satellite imaging in addressing these challenges and fostering regional collaboration. The discussion will also focus on the importance of developing innovative policy frameworks that can help achieve long-term food security for the region. The event is scheduled for Wednesday, **23<sup>rd</sup> April**, from 10:00 am to 12:30 pm at Dubai Chambers. As a valued member of our community, your perspectives are crucial in driving positive change.

[Register Here](#)



Members News

**The Lana Dubai Hotel**

EEG is delighted to welcome The Lana Dubai Hotel as our newest Corporate Member. As part of the prestigious Dorchester Collection, The Lana represents the epitome of luxury, sophistication, and a strong commitment to sustainability. Situated in Dubai’s vibrant Business Bay, The Lana combines striking architecture with captivating vistas, offering guests a seamless blend of traditional and contemporary luxury. Known for its exceptional service and sustainable practices, The Lana is committed to enhancing the luxury experience while reducing its environmental impact. Through this new partnership, we look forward to collaborating with The Lana to drive forward sustainable initiatives, not only in the hospitality sector but also within the broader community. The Lana’s participation as a corporate member highlights their dedication to environmental stewardship and aligns with EEG’s mission to create a greener, more sustainable future. We are excited to work alongside The Lana Dubai Hotel to inspire positive environmental action and further enhance Dubai’s reputation as a global leader in sustainability.

[Read More](#)





**National Bonds UAE**

EEG is excited to announce National Bonds Corporation as a new Corporate Member. As one of the UAE’s leading and trusted savings and investment institutions, National Bonds has built a strong reputation for promoting financial inclusion and offering Shari’a-compliant investment solutions. Now, through their membership with EEG, National Bonds is further demonstrating their commitment to sustainable growth and environmental responsibility. National Bonds has long played a key role in enhancing the financial wellbeing of its customers. This new collaboration with EEG marks an important step in expanding their corporate social responsibility initiatives, particularly in the realm of environmental sustainability. By joining EEG, National Bonds strengthens its pledge to promote greener practices, contributing to the shared vision of a more sustainable future. At EEG, we believe that partnerships like these are crucial in driving positive environmental change. With National Bonds on board, we look forward to collaborating on various sustainability initiatives, sharing knowledge, and inspiring other organisations to take action.

[Read More](#)

EEG MEMBERS’ UPDATE	
EEG welcomed 2 new, 5 renewed corporate members, and 1 renewed associate member in the month of March 2025	
CORPORATE MEMBERSHIP (RENEWALS)	
ABB Industries LLC	Innovo Build L.L.C
Lucky Recycling Limited	Total Energies UAE Services - Dubai Branch
Verger DelPorte Ltd Co.	
ASSOCIATE MEMBERSHIP (RENEWAL)	
McDonald’s UAE	
CORPORATE MEMBERSHIP (NEW)	
National Bonds Corporation Sole Proprietorship	The Lana Dubai

**UN News**



**Decarbonising the Building Sector: A Call for Urgent Action**

UNEP NEWS

The building sector accounts for a 3<sup>rd</sup> of global emissions and waste, making it a critical focus for climate action. While many countries are working to decarbonise buildings, the Global Status Report for Buildings and Construction 2024-2025 by UNEP and GlobalABC highlights that sluggish progress and insufficient financing still pose significant risks to global climate goals. The report reveals a key milestone: 2024 is the 1<sup>st</sup> year where building construction growth has decoupled from greenhouse gas emissions. Mandatory building energy codes and energy efficiency investments have reduced energy intensity by 10%, and renewable energy share in final energy demand has increased by nearly 5%. Despite this, the sector still consumes 32% of global energy and contributes 34% of CO2 emissions, with materials like cement and steel responsible for a significant portion. The report calls for urgent action, urging major carbon-emitting countries to adopt zero-carbon building energy codes by 2028 and for global building energy efficiency investment to double by 2030.

[READ MORE](#)



**A Landmark Partnership to Combat Land Degradation and Build Climate Resilience**

UNCCD NEWS

A new partnership is taking shape in the global fight against land degradation, desertification, and drought. The United Nations Convention to Combat Desertification (UNCCD) and the Global Green Growth Institute (GGGI) have signed a Memorandum of Understanding (MoU) to accelerate efforts in sustainable land and water management, biodiversity conservation and climate resilience, in support of the 2030 Agenda for Sustainable Development. This collaboration aims to create innovative solutions that combine environmental sustainability with economic growth. Through this partnership, UNCCD and GGGI will unlock new opportunities for land restoration, ecosystem conservation and climate action. This collaboration reflects a shared commitment to a future where land is valued, protected and restored for the benefit of both people and the planet.

[READ MORE](#)



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

- >> Reduction of 318 (MTCO<sub>2</sub>e) GHG
- >> Saving of 2,373 Million BTU of Energy
- >> Saving of 695 m<sup>3</sup> of Landfill Space
- >> Saving of 1,461 Trees from being felled
- >> Saving of 963 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
During March, EEG collected 73,094 kg of Paper from 228 participating entities. It recorded a 30% increase compared to February. 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 9 months ahead of us. We need your active involvement to reduce the amount of waste ending in landfills.	Design Infinity	3,932	Sahasra Magesh Kumar	2,292
	Ali & Sons Group	3,040	Eesha Chhibber	1,222
	Dubai World Trade Center	1,542	Afsheen Sheikh	970
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In March, EEG collected 695 kg of Aluminum Cans from 31 participating entities, showing a 94% decrease from February. We have achieved till end of March 38.4% of this years' target. We encourage everyone to participate actively and contribute to helping us achieve this year's target and strengthen the circular economy direction.	Wasl	112	Madiha Javed	18
	Centara Mirage Beach Resort Dubai	94	-	-
	The Cove Rotana Ras Al Khaimah	82	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
EEG successfully gathered 8,479 kg of plastic waste from 107 participating entities in March, marking a 5% increase from February. We are energised and we call on all members of the society to join us in building momentum.	Dubai World Trade Centre	1,170	Ali Darwish Mubarak Salim Alzaabi	225
	Wasl	729	Ekagr Chhibber	89
	Abela & Co	535	Ahmad Moosa AlHashimi & Fatima Abdullah Mohammed Al Dhanhani (Tie)	75
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In March, EEG successfully collected 105 pieces of toner cartridges from 11 participating entities, marking a 19% increase from February. We encourage everyone to gear up for the upcoming initiatives and take part in recycling the HP toners as we progress through the year.	Lapita Dubai Parks Autograph Collection Hotel	35	Jovita Bhumik	34
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In March, EEG collected 34,270 kg of glass bottles from 62 participating entities. March saw a 112% 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 Duty Free	14,350	Sahasra Magesh kumar	360
	Centara Mirage Beach Resort	2,560	Ali Darwish Mubarak Salim Alzaabi	305
	Pullman Hotel Downtown	1,800	Samarth Kumar	80
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In March, EEG effectively gathered 556 kg of e-waste from 19 participating entities. March saw a 78% decrease in e-waste collection compared to the previous month. Your discarded electronics can contribute to a sustainable future. Join us in taking action this April, ensuring a positive shift in our e-waste collection efforts.	Taj Dubai JLT	163	Ekagr Chhibber	21
	Marriott Resort Palm Jumeirah	160	Aadit Agrawal	10
	The Edition Hotel Abu Dhabi	60	-	-
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In March, EEG collected 3,457 kg of scrap metal from 19 participating entities, marking a 403% increase from the previous month. It's time to turn the tide! Join us in April 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.	Citibank Oud Metha	3,070	Ali Darwish Mubarak Salim Alzaabi	84
	Marco Polo Hotel	136	Aditya Bansal	30
	Dubai Emerald Lions Club	30	Ekagr Chhibber	28
MOBILE COLLECTION CAMPAIGN	Families		Quantity (kg)	
In March, EEG collected 266 mobile phones from 6 participating entities, marking an incredible increase of 5,220% from February. 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.	Hasna Habeeb		25	
	Rishi Sriraam		14	

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.

