

EEG CORP NEWS

Together for a Better Environment®



May 2025
Issue 05



PURGING PESTERING PLASTICS

Plastic Recycling Campaign

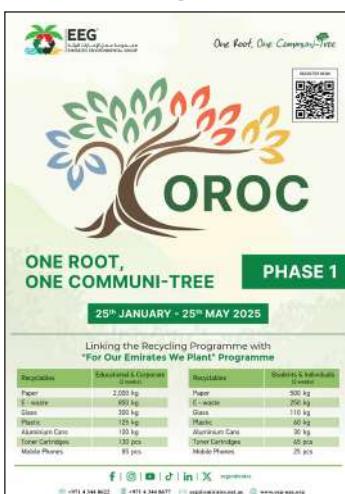
08 June 2025
TO
11 July 2025

Together for a Better Environment®

Upcoming Events



OnGoing Events



Click on the issue

Chairperson's Note	2
EEG News	3
Ongoing & Upcoming Events	8
Member News	9
UN News	10
Waste Management Report	11

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EEG

مَجَمُوعَةْ عَمَلِ الْإِمَارَاتِ لِلبيَّةِ
EMIRATES ENVIRONMENTAL GROUP

Habiba Al Mar'ashi

Achieving Sustainable Development continues to be the guiding principle that drives our work at Emirates Environmental Group (EEG). As we welcome the month of May, we find ourselves reflecting on how quickly time has passed and how immensely active the past month was. This rapid pace is a reflection not of haste, but of momentum — the growing global urgency and collective willingness to take bold, decisive steps towards securing a more resilient and sustainable future for our planet.

April 2025 has been one of the busiest and most rewarding months in EEG's calendar. Our team has been on the ground, in boardrooms, in classrooms and on international platforms — advocating, influencing, teaching and engaging with stakeholders at every level. From high-level strategic meetings to grassroots action and community mobilisation, we have proudly carried our message of environmental responsibility and sustainable development far and wide. The month began with the GUD Board Meeting and the youth-led commemoration of International Zero Waste Day on **4th April**, where young voices reflected on solutions and committed to action. These early events echoed EEG's core belief — that the youth are not only the leaders of tomorrow, but the change-makers of today.

On **7th April**, our visit to the Innoventures Bio-garden offered a fantastic example of hands-on environmental learning and innovation. This was followed on **8th April** by our participation in UNICEF's vital seminar on Child-lens Investing, which addressed how investments can better support the rights and future of children. That same day, I attended the Netherlands King's Day celebration in Dubai — strengthening our ties with international partners who are equally committed to sustainability.

April 9th was particularly eventful, as I attended the DHA "Because She Deserves to Thrive" event, which focused on women's well-being and empowerment. EEG also took part in the session on Hidden Plastic Waste Exports, spotlighting critical conversations around the need for more robust international controls, and joined the **7th Meeting of the Group of Friends** working to enhance civil society's engagement in UNEP-led processes, a cause that EEG strongly supports. These high-level dialogues continued with our attendance at the Informal Consultations on the CPR Non-Paper on **10th April**, where key recommendations for environmental governance were discussed. On **11th April**, we proudly participated in the WorldStar Student Awards Ceremony 2025, recognising the outstanding innovations of youth in sustainable packaging — a true celebration of environmental creativity and potential. Our role in nurturing environmental awareness among students was further evident on **13th April** during the judging of EEG's Environmental Drawing Competition, which showcased the vibrant imagination and commitment of our youngest participants. The momentum continued with the World Green Building Council Executive Committee Meeting and discussions on the UNEA-7 ministerial declaration on **15th April**, reaffirming EEG's position within influential policy-making arenas.

One of our landmark engagements during the month was World Art Dubai, held from **17th to 20th April**, where EEG showcased the finalists of our Art from Waste Competition. It was a powerful reminder of how art can serve as a vehicle for environmental advocacy and education. On **16th April**, I was delighted to join the Al Ghurair Foundation's Policy Dialogue on Enabling Green Education, participating in a roundtable that explored philanthropy's role in shaping a sustainable future. That same day, EEG engaged in the UN Women session on Gender-Lens Investing, adding our voice to the global movement for inclusive sustainability. The connection to nature remained strong as we held tree planting events on **17th & 22nd April** in celebration of Earth Day, reaffirming our hands-on approach to climate action and biodiversity restoration. Read more on page 6.

Our focus on policy and knowledge exchange was further demonstrated through EEG's organisation of the **2nd Panel Discussion on Food Security in West Asia**, held on **23rd April** at Dubai Chamber. The event was a resounding success, with a full room of engaged participants representing key sectors including government, academia, civil society and industry. The dynamic discussion shed light on regional challenges and strategic solutions related to sustainable food systems, supply chains and climate-resilient agricultural practices. It was a proud moment for EEG to organise such an important dialogue, reinforcing our role as a convenor of thought leadership and multi-stakeholder collaboration in the region.

We proudly joined the SEE Global Sustainability Summit on **23rd & 24th April**, and on **24th April**, I joined virtually the Abu Dhabi Sustainability Week Advisory Committee Meeting, specifically in the Climate and Governance track — further amplifying our presence in the national sustainability agenda. To round off an extraordinary month, I took part in the Bureau Veritas Forum on **29th April**, which focused on climate-resilient infrastructure, and attended the important side event titled "From Evidence to Policy Action: Establishing a Science-Policy Panel to Promote the Sound Management of Chemicals and Waste and the Prevention of Pollution." This event provided an opportunity to align with international efforts on creating a robust, transparent and effective science-policy interface; a goal that lies at the heart of EEG's advocacy work. You can read more about our engagements in the month of April in this newsletter.

As we move into May, I am filled with gratitude and inspiration. Each event, each campaign, each planting activity, and every conversation has added another layer of purpose to our journey. I am incredibly proud of our team, our partners, our members and our supporters, all of whom are helping to shape a more conscious, connected and environmentally responsible society. Let us carry this momentum forward with determination and optimism. The work ahead is significant, but together, we have the power to make real and lasting change. I invite all of you to stay engaged, stay informed and continue taking action — because sustainability is not a destination, it is a way of life.



Global Urban Development Board Meeting



4th April

Mrs. Habiba Al Mar'ashi, Co-Founder & Chairperson of the EEG and Vice Chair of the Global Urban Development (GUD) Board, participated virtually in a high-level GUD Board Meeting. The session brought together international thought leaders and sustainability experts to share progress on transformative initiatives and to explore innovative pathways toward climate-resilient, inclusive cities. The meeting focused on GUD's major global efforts, particularly the advancement of its Sustainable Innovation Zones initiative—a 10-year framework supporting cities in achieving climate neutrality through green technologies, policy reform, and local empowerment. A key highlight of the session was the introduction of the groundbreaking EnergyNet system, also known as the Solar-Wind-Storage (SWS) EnergyNet. This revolutionary model enables decentralised, clean energy generation and distribution, positioning it as a critical solution to replacing traditional power grids. With successful early adoption in cities such as Lund, Stockholm, Poznan and Oakland, the EnergyNet is now poised for widespread international implementation.

Innoventures Education Visit



7th April

Mrs. Habiba Al Mar'ashi, EEG Co-Founder and Chairperson, paid a special visit to Innoventures Education to acknowledge and celebrate the school's inspiring commitment to environmental action through the 10,001 Trees Pledge.

This ambitious pledge reflects Innoventures' dedication to supporting a greener future through meaningful tree planting initiatives. During her visit, Mrs. Habiba engaged with enthusiastic members of the school's Eco Club, comprised of students from various grade levels, who shared their environmental projects and expressed their passion for sustainability.

Mrs. Habiba commended the students for their dedication and encouraged them to remain proactive champions of environmental change within their school and broader communities. The visit also included a

tour of the school's garden and greenhouse, where hydroponic systems showcased nutrient-rich produce. The students proudly presented their ongoing efforts in cultivating these green spaces, offering insight into their knowledge of sustainable agriculture and environmental care.

King's Day Celebration Hosted by the Kingdom of the Netherlands

8th April

On the evening of 8th April, EEG Co-Founder and Chairperson Mrs Habiba Al Mar'ashi, had the honour of attending a special celebration in recognition of King's Day, hosted by His Excellency Gerard Steeghs, Ambassador of the Kingdom of the Netherlands to the UAE, and His Excellency Dr Carel Richter, Consul General in Dubai.

Held in honour of His Majesty King Willem-Alexander of the Netherlands, the event brought together esteemed dignitaries, diplomats, and distinguished guests from various sectors to celebrate the Dutch national holiday and enjoy a rich cultural experience in a truly welcoming atmosphere.

Mrs Habiba expressed her sincere appreciation to both Their Excellencies for organising a truly delightful evening that fostered connection, cultural exchange, and collaboration.

The celebration served as a timely reminder of the importance of bringing people together across cultures to build bridges of mutual understanding, respect, and shared purpose. The evening provided a platform for engaging conversations, meaningful networking, and a deeper appreciation of the traditions and heritage of the Netherlands. It also reflected the broader value of diplomacy and cultural celebration in uniting global communities and nurturing partnerships that transcend borders.

“She Deserves to Thrive”



9th April

EEG Co-Founder and Chairperson, Mrs Habiba Al Mar'ashi, attended an impactful event titled “She Deserves to Thrive”, hosted by the Dubai Health Authority in collaboration with Team 71. The event took place at the iconic Museum of the Future, providing an inspiring platform to explore the intersection of mental health, cultural identity, and women's empowerment. The gathering brought together a diverse group of thought leaders, passionate advocates, and distinguished speakers to engage in meaningful dialogue centred around the development and wellbeing of women in society. The event stood as a testament to the power of inclusive conversations in shaping a healthier and more equitable future. A key highlight of the evening was the captivating presentation by Dr Rafia Ghubash, the UAE's



first psychiatrist and the first Emirati to become a Professor in Psychiatry. Dr Ghubash, who also made history as the first female President of the Arabian Gulf University in Bahrain, shared profound insights on the Past, Present, and Future of psychiatry in the region. Her powerful reflections underscored the evolving nature of mental health, the socio-cultural challenges faced in addressing it, and the invaluable role of heritage and tradition in shaping mental wellbeing. Dr Ghubash's unique perspective on the integration of cultural preservation and mental health awareness resonated deeply with all attendees and served as a call to action for greater sensitivity and inclusivity in future healthcare frameworks.

WorldStar Student Awards 2025 Ceremony

11th April

EEG was honoured to participate in the WorldStar Student Awards 2025 Online Ceremony held on **11th April**, in its capacity as a proud member of the World Packaging Organisation (WPO). Held virtually via Zoom, the event brought together students, educators, sustainability advocates and industry leaders to celebrate the creativity and innovation of young minds in the field of sustainable packaging.

The WorldStar Student Awards provide a global platform for students to showcase innovative packaging solutions that align with the principles of environmental sustainability and circular economy. EEG's presence at the ceremony is a reflection of its ongoing commitment to empowering youth and fostering environmental leadership.

Through a variety of educational programmes, school competitions and community-based initiatives, EEG has consistently nurtured environmental awareness and inspired young people to become agents of change within their communities.

The innovative projects presented during the ceremony demonstrated the immense potential of student-led solutions in tackling pressing global challenges such as waste reduction, resource efficiency, and eco-friendly product design. EEG extend its heartfelt congratulations to all the finalists and winners for their outstanding efforts and visionary ideas.

WorldGBC Executive Committee Meeting

15th April

Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, attended the Executive Committee Meeting of the World Green Building Council (WorldGBC) in her capacity as a Director on the WorldGBC Board.

The high-level virtual meeting brought together key leaders from across the globe to discuss strategic developments, upcoming initiatives, and collective efforts to advance sustainable building practices worldwide. With the climate crisis intensifying, the role of green building in achieving global sustainability goals remains more critical than ever. During the meeting, a strong focus was placed on aligning regional efforts with the WorldGBC's global strategy, particularly in support of the UN Sustainable Development Goals and the global Race to Zero campaign.

Discussions also included planning for the upcoming WorldGBC Congress and strengthening collaboration with regional GBCs to scale impact.

Al Ghurair Foundation's Policy Dialogue on Enabling Green Education

16th April

Mrs. Habiba Al Mar'ashi, EEG Co-Founder and Chairperson, took part in an insightful roundtable discussion hosted by the Al Ghurair Foundation at the Al Safa Art & Design Library, Dubai. The event, titled "Sustaining Change: Perspectives on Advancing Green Education", formed part of a broader Policy Dialogue on Enabling Green Education: The Role of Philanthropy in a Sustainable Future.

The roundtable gathered a diverse group of leaders from civil society, education, and philanthropy to explore how collaborative efforts can accelerate the integration of sustainability into education systems.

Mrs. Habiba contributed valuable insights based on EEG's nearly three decades of pioneering environmental education and awareness across the UAE and beyond. She underscored the critical role of green education in building a generation of environmentally conscious citizens and highlighted how EEG's youth-focused initiatives — including its annual environmental competitions, tree planting campaigns, and recycling programmes — have consistently empowered students to lead meaningful change in their schools and communities. During the roundtable, participants discussed the gaps in current educational frameworks, the potential of philanthropic support in closing those gaps, and the importance of creating inclusive, accessible, and culturally relevant sustainability education. Mrs. Habiba shared EEG's experience in working with both public and private sector stakeholders to bridge education with real-world action, making sustainability both tangible and inspiring for young minds.

2nd Panel Discussion on Food Security in West Asia



23rd April

EEG proudly hosted its 2nd Panel Discussion titled "Food Security in West Asia: Overcoming Challenges & Unlocking Innovations for a Sustainable Future" on **23rd April** hosted by Dubai Chambers. The event, supported by McDonald's UAE and Accenture, focused on addressing food security challenges in the region and exploring innovative solutions. Special thanks to Al Khoory Hotel for catering and to our Panel Discussions Partner, Arabia CSR Network, along with collaborators such as the Emirates Green Building Council, Clean Energy Business Council, and Swiss Business Council for their contributions. The event began with an Inter-School Debate featuring students from Delhi Private School, Sharjah, and Al Sadiq School, Dubai, who debated the future of food security in West Asia. Following the debate, a panel of experts shared insights into the region's food security challenges.



Professor Aly El Kabalawy from the University of Sharjah discussed biological aspects of food security in arid climates, while Ms. Maryam Al Mualla from the UAE Ministry of Economy highlighted government policies. Mr. Yazen Al Kodmani of Emirates Bio Farm showcased innovative farming practices, and Mr. Sergei Kiselev from Al Ain Farms emphasised technology's role in enhancing food resilience. The discussion focused on key challenges like climate change, water scarcity, and geopolitical instability, as well as solutions involving AI-driven agriculture, controlled-environment farming, and digital technologies to improve food systems. Panelists stressed the need for regional cooperation, innovative policies, and technological advancements to ensure food security in the region. Mrs. Habiba Al Mar'ashi, Co-Founder & Chairperson of EEG, expressed, "It was an honour to bring together such thought leaders to address food security in West Asia. The discussions were crucial for finding actionable solutions to ensure sustainable and resilient food systems for the region."

EEG remains committed to driving forward important dialogues like this to achieve SDG #2 (Zero Hunger), SDG #6 (Clean Water and Sanitation), and SDG #13 (Climate Action). The event also reinforced EEG's commitment to engaging the younger generation through initiatives like the Inter-School Debate, encouraging critical thinking about sustainability challenges.

SEE Global Sustainability Summit

**23rd
24th
April**

EEG proudly participated in the 2nd edition of the SEE Global Sustainability Summit, held on 23rd & 24th April at the innovative SEE Institute in The Sustainable City, Dubai. Organised in collaboration with the Ministry of Education, the summit served as a vital platform dedicated to advancing sustainable development and promoting the transition toward a net-zero emissions future through education, innovation and research.

Focused on the themes of Sustainability Education, Youth and Innovation, the event brought together a distinguished group of international and local experts, policy makers, researchers and educators. Participants engaged in in-depth discussions and knowledge-sharing on the social, environmental and economic dimensions of sustainability.

EEG's presence at the summit reinforced its unwavering commitment to empowering the youth and raising awareness on sustainability through impactful educational programmes and community-based initiatives. Events such as the SEE Global Sustainability Summit are instrumental in accelerating climate action by fostering collaboration across sectors. EEG remains dedicated to supporting national and global goals, and to engaging youth as key drivers of sustainable change in the UAE and beyond.

ADSW Advisory Committee Meeting on Climate & Governance

**24th
April**

EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, participated virtually in the Abu Dhabi Sustainability Week (ADSW) Advisory Committee Meeting, under the theme of Climate and Governance. Mrs. Habiba joined the meeting in her capacity as a member of the esteemed ADSW Advisory Committee, which plays a strategic role in shaping the agenda and direction of one of

the world's leading sustainability platforms. The session brought together key leaders and experts from across sectors to deliberate on emerging climate priorities, governance frameworks, and cross-sector collaboration strategies in the lead-up to ADSW 2026. The meeting aimed to ensure that the event continues to align with pressing global sustainability goals and remains a meaningful catalyst for climate action and policy advancement in the region and beyond. Mrs. Habiba shared valuable insights drawn from EEG's extensive work on environmental advocacy, community engagement, and corporate sustainability. Her contributions focused on the importance of inclusive governance, robust youth participation, and the integration of grassroots action into broader climate strategies.

EEG Conducts Green Office Presentation for Seemark Shipping L.L.C.

**25th
April**

The Emirates Environmental Group (EEG) conducted a comprehensive Green Office Presentation at the office of its esteemed corporate member, Seemark Shipping L.L.C. The session aimed to enhance awareness and action on sustainability within the workplace, reinforcing the organisation's commitment to environmental stewardship.

The presentation featured interactive workshops and engaging discussions focused on the United Nations Sustainable Development Goals (SDGs) and explored how businesses can integrate sustainability into their daily operations. Participants gained valuable insights into the environmental challenges facing the world today and how the corporate sector can be a catalyst for positive change.

EEG highlighted practical strategies for resource efficiency, reducing ecological footprints, and aligning business objectives with global sustainability frameworks.

The session also fostered dialogue on how companies like Seemark Shipping can make a lasting impact through conscious decision-making and responsible practices. EEG applauds Seemark Shipping L.L.C. for taking the initiative to educate and empower its team and for demonstrating leadership in environmental responsibility. Partnerships like these play a key role in supporting the UAE's journey toward a greener, more sustainable future.

Bureau Veritas Forum on Climate-Resilient Infrastructure

**29th
April**

EEG was pleased to take part in the Bureau Veritas Forum: Shaping the Future of Climate-Resilient Building and Infrastructures, held for the first time in Dubai at the iconic Etihad Museum. Represented by Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, the event convened a high-level gathering of regional thought leaders and key stakeholders from across the Middle East, Caspian and Africa, including experts from the International Finance Corporation (IFC), World Green Building Council, and the OECD Blue Dot Network. The forum featured two insightful panel discussions that addressed public and private sector green building initiatives, and the development of climate-resilient assets. These conversations explored the challenges and opportunities ahead in building sustainable,



future-ready infrastructure, with strong emphasis on cross-sector collaboration, innovative financing models, and resilience in design and construction. A notable highlight was the signing ceremony, during which Bureau Veritas announced new agreements with global institutions to support the rollout of impactful Sustainable and Resilient Programmes in the region.

GISD Engagements

1) UNICEF Seminar on Child-lens Investing

8th April

EEG attended a virtual learning seminar on Child-lens Investing, hosted by UNICEF for members of the Global Investors for Sustainable Development (GISD) Group. The session was formally opened by the Assistant Secretary-General and Deputy Executive Director for Partnerships at UNICEF. It provided valuable insights into the emerging field of Child-lens Investing—a pioneering framework designed to align investment decisions with the wellbeing and rights of children.

With over one billion children globally still lacking access to basic necessities such as education, clean water, healthcare, and nutrition, the session underscored the urgent need for new financing mechanisms that place children at the heart of sustainable development. The seminar introduced a practical approach for applying a child lens across various portfolios, asset classes, and markets. It also outlined how investor actions—whether direct or indirect—can have significant impacts, both positive and negative, on children's lives.

UNICEF, in collaboration with a cohort of asset managers, has developed a suite of tools to help private investors incorporate child-focused considerations at each stage of the investment cycle, from pre-investment analysis through to divestment. The seminar offered participants a clearer understanding of these tools, as well as current partnerships that are already applying this model in real-world scenarios.

2) UN Women's Session on Gender-Lens Investing

17th April

EEG virtually attended a dynamic and forward-looking presentation organised by UN Women for members of the GISD Group. The session, titled "Gender-Lens Investing: Mobilising Capital for Equality", offered key insights into how financial markets can be harnessed to advance gender equality and the Sustainable Development Goals (SDGs).

Led by UN Women's Sustainable Finance team, the session spotlighted the growing relevance of gender-lens investing — a strategic approach that integrates gender-based factors into investment decisions to achieve better social outcomes and financial returns. The discussion particularly focused on innovative financial instruments such as gender bonds, which are becoming powerful tools for supporting women's empowerment, inclusion, and economic participation. During the event, UN Women shared impactful case studies, practical frameworks, and emerging global best practices, followed by an interactive Q&A with GISD members. The session underscored the need for greater transparency, measurable impact metrics, and multi-stakeholder collaboration to scale gender-responsive investment initiatives.

Green Call 2025

EEG concluded its annual **Green Call Project 2025**, a unique recycling initiative aimed at tackling the growing issue of electronic waste, with a specific focus on used mobile phones, iPad and tablets. As global smartphone usage continues to rise, responsible disposal and recycling of devices are more important than ever to safeguard natural resources and minimise environmental harm.



This year's campaign witnessed enthusiastic participation from across the UAE, with **18 families, 8 corporations, and 10 academic institutions** coming together for a greener cause. Together, they successfully collected a total of **865 mobile phones** for safe and responsible recycling.

Through this collective effort, the project achieved significant environmental savings, including the mitigation of **0.1 metric tonnes of CO2 emissions**, the prevention of **710 trees** from being cut, and saving approximately **3,017 gallons** of gasoline.

As a token of appreciation, all entities that met the set collection targets will receive certificates of appreciation and will be honoured with a tree planting under their name, scheduled for 18th December. EEG extends its heartfelt thanks to all participants for their commitment to sustainability and for making Green Call 2025 a resounding success. Together, we move closer to our target of achieving circular economy and a cleaner, greener future for all.

Tree Planting Engagements

1) EEG and Dubai National School – Al Barsha Unite for a Greener Tomorrow

17th April

In celebration of community-driven sustainability, EEG, in proud association with Dubai National School – Al Barsha (DNS), organised a tree planting event on **17th April**, within the school's premises. The event was highlighted by the planting of 15 Sidr trees, a native species cherished for its resilience and environmental benefits. The event was further distinguished by the presence of a VIP delegation comprising esteemed figures from the private and governmental sectors. Their attendance reinforced the significance of collaborative environmental action and the pivotal role schools play in nurturing future sustainability champions. EEG applauds Dubai National School – Al Barsha for its active role in environmental stewardship and for integrating sustainability into its educational ethos.

2) EEG Celebrates Earth Day with Mangrove Planting

22nd April

In celebration of Earth Day, EEG, in collaboration with the Umm Al Quwain Municipality, organised a special mangrove planting event that saw the planting of **1,200** mangrove saplings along the shores of Umm Al Quwain. This meaningful event,



part of EEG's "For Our Emirates We Plant" initiative, was made even more impactful with the participation of organisations, who generously adopted the saplings, ensuring their continued care and growth. Mangroves are essential for preserving coastal ecosystems, acting as natural carbon sinks and providing vital habitats for marine life. The planting directly aligns with the UAE's National Strategy for Sustainability and the "Plant the Emirates" campaign, which aims to enhance the UAE's green coverage and contribute to mitigating climate change.

This event marks another key achievement for EEG, contributing to both local and national environmental efforts. As of April 2025, EEG has successfully planted **2,147,364** trees, which have collectively helped mitigate approximately **186,213** tonnes of CO₂ emissions—a vital step in supporting the UAE's climate goals and ensuring a sustainable future for generations to come. We are especially grateful to the Umm Al Quwain Municipality for their continued partnership and the entities that contributed to the success of this mangrove planting activity Ayrat Kamaltinov, Grand Plaza Mövenpick Media City, Labotel LLC, Mandarin Oriental Hotel Group, Middle East Energy Dubai, MidEast Data Systems LLC, Mövenpick Hotel Jumeirah Beach, National Bonds, Sahara Group, Sofitel Dubai Downtown, The Tower Plaza Hotel and United Hospitality Management who adopted these trees. Their dedication ensures that the mangroves will thrive and continue to contribute to the UAE's environmental health. Together, we continue to make meaningful strides towards a greener, more sustainable UAE.

UNEP Engagements

1) UNEP's Global Youth Webinar on Zero Waste Fashion and Textiles

4th April

EEG attended virtually UNEP's Global Youth Webinar held in observance of the International Day of Zero Waste. Organised under the theme "Towards Zero Waste in Fashion and Textiles", the event brought together youth leaders, sustainability advocates and environmental organisations from around the world to spotlight the urgent need for sustainable transformation within the fashion and textile industries. The session addressed the significant environmental footprint of the sector, which contributes between 2–8% of global greenhouse gas emissions, accounts for 9% of microplastics pollution in oceans and consumes a staggering 215 trillion liters of water annually. The webinar served as a powerful platform to advocate for a transition towards circularity, sustainability and mindful consumerism in one of the world's most polluting industries. Participants explored innovative approaches such as recycling, upcycling, digital fashion, sustainable materials and the implementation of circular economy principles as key solutions to reducing textile waste and emissions.

2) Global Webinar on Hidden Plastic Waste Exports and Basel Convention Controls

9th April

EEG participated virtually in the high-level online event titled "The Hidden Plastic Waste Exports: The Case for Basel Convention Controls on RDF and Textiles." The session was

co-organised by the International Pollutants Elimination Network (IPEN) and the Geneva Environment Network as part of the ongoing Road to 2025 BRS COPs event series. As preparations intensify for the upcoming Conference of the Parties to the Basel Convention (April–May 2025) and the resumed 5th session of the Intergovernmental Negotiating Committee on Plastic Pollution (August 2025), the webinar addressed urgent gaps in global waste classification systems—specifically surrounding Refuse Derived Fuel (RDF) and textile waste. Both RDF and synthetic textiles, which can contain **30–60%** plastic content, are commonly exported without being categorised under the correct Basel Convention waste codes. These "hidden" plastic waste streams are frequently incinerated in cement kilns and power plants, contributing to undocumented plastic pollution, environmental degradation and health hazards in recipient countries. The speakers brought to light the urgency of reforming classification and export controls under the Basel Convention to ensure transparency, accountability and environmental justice in global waste trade. The session provided valuable insights that will help EEG continue its advocacy for better waste management practices and regulatory compliance in the UAE and across the region.

3) Seventh Informal Meeting of the Group of Friends

7th April

EEG participated virtually in the **7th Informal Meeting of the Group of Friends** for Enhanced Civil Society Participation in UNEP-led Events, convened in a hybrid format from Conference Room 14 in Nairobi and online. The meeting, co-chaired by two distinguished representatives of the Group of Friends, opened with a review of outcomes from the previous session held in February.

The gathering brought together Major Groups, Stakeholders and Member States to strengthen inclusive participation and collaboration in the lead-up to the United Nations Environment Assembly (UNEA-7) and other key multilateral environmental processes. A central focus of the meeting was the discussion on top priority areas for each civil society constituency, encouraging open dialogue and knowledge exchange among participants.

These inputs are crucial to shaping civil society's engagement strategies and ensuring their voices are reflected in the global environmental agenda. A key agenda item included a collective review and discussion on the evolving zero draft of the Ministerial Declaration for UNEA-7, with stakeholders invited to provide feedback and highlight key concerns or recommendations. The Declaration is expected to set the tone for UNEA-7's ambitions and commitments across environmental themes.

4) Informal consultations of the CPR

10th April

EEG virtually attended the informal consultations of the Committee of Permanent Representatives (CPR) to the UNEP held on **10th April**. These discussions focused on the draft recommendations proposed at the subcommittee level and outlined in the non-paper dated **18th March 2025**.

The consultations provided an opportunity for member states and accredited stakeholders to exchange views on UNEP's thematic programming, land degradation efforts, and the overall organisation of work within the



CPR. EEG closely followed these developments, given their alignment with the Group's ongoing environmental advocacy and programme implementation.

Key highlights included:

- Recognition of UNEP's key role in capacity building, with calls to boost resource mobilisation through digital tools for better data and transparency.
- Recommendation to improve financial transparency in thematic programme briefings.
- Support for expanding UNEP's land degradation work, aligned with UNCCD efforts, in upcoming strategic plans.
- Emphasis on timely sharing of documents to ensure transparent and effective participation.

EEG commends the CPR's consultative and inclusive approach in shaping UNEP's strategic direction. These informal discussions reflect the global community's commitment to refining environmental governance mechanisms in the lead-up to UNEA-7 and beyond.

5) First intergovernmental consultations on the Zero Draft ministerial declaration of UNEA-7

**15th
April**

EEG virtually attended the first intergovernmental consultations on the Zero Draft Ministerial Declaration for UNEA-7.

The meeting was chaired by His Excellency the President of the UNEA and Chair of the Environment Authority of Oman. It provided a platform for Member States and observers to offer their initial feedback on the draft declaration, contributing to its further refinement. The discussions emphasised the need for an inclusive and transparent process, ensuring that all voices were heard.

Attendees highlighted the importance of global cooperation to address the critical issues outlined in the 2030 Agenda for Sustainable Development and the shared commitment to leaving no one behind.

A key focus of the discussions was the divide between developing and developed countries, particularly concerning the means of implementation, financing for development and equitable access to technology and innovation. Developing countries called for increased support, capacity building and fairer global governance structures to enable inclusive development. On the other hand, developed nations acknowledged the challenges but emphasised the need for shared responsibility and efficiency in utilising available resources. As the meeting concluded, participants reaffirmed their commitment to advancing environmental sustainability and accelerating transformative actions across all Sustainable Development Goals (SDGs). The aim is to adopt a Declaration that reflects a unified global commitment to environmental sustainability and the 2030 Agenda.

6) Preparatory for Open-Ended Working Group (OEWG) 3.2

**23rd
April**

The Major Groups Facilitating Committee (MGFC), in collaboration with UNEP, successfully hosted a webinar on Engagement Modalities in the Science-Policy Panel (SPP) on Chemicals, Waste and Pollution Prevention.

The session brought together a diverse group of stakeholders in preparation for the upcoming OEWG 3.2, offering key updates, shared priorities and strengthening coordination among Major Groups and Stakeholders (MGS). EEG attended the session and actively followed the discussions. Following the webinar, EEG also attended on 29th April the BRS COPs High-Level Side Event titled "From Evidence to Policy Action: Establishing a Science-Policy Panel to Promote the Sound Management of Chemicals and Waste and the Prevention of Pollution." Organised as part of the Road to OEWG 3.2 event series, it focused on the importance of strengthening the science-policy interface to improve chemicals and waste management globally.

On Going Events

OROC Phase 1 is Still Ongoing!

EEG's phase 1 of the 16th cycle of the "One Root, One Communi-tree" (OROC) project is still in progress and will continue until **25th May 2025**. This meaningful recycling initiative invites individuals, families, schools, companies, and government entities to contribute by collecting materials such as paper, plastic, aluminium cans, glass bottles, e-waste, toner cartridges, and mobile phones.

Participants who reach the set recycling targets will earn the opportunity to plant a native tree under their name on **18th December 2025**, as part of EEG's "For Our Emirates We Plant" programme. We encourage everyone to stay involved and continue contributing to a greener, more sustainable UAE!

[Register Here](#)



Emirates Recycling Awards

Since 1991, EEG has been at the forefront of promoting recycling and responsible waste management in the UAE. Through our initiatives, we have empowered thousands of individuals and organisations to adopt sustainable practices and reduce their environmental impact.

To honour outstanding contributions, EEG holds the Emirates Recycling Awards each year in celebration of World Environment Day. This event recognises the efforts of participants who played an active role in our recycling programmes and supported the local recycling industry over the past year. We are pleased to announce that the winners of the 2024 cycle will be awarded on 3rd June. Stay tuned to our social media channels and monthly e-newsletter for event highlights and announcements.



Members News

EEG Welcomes Al Shirawi Equipment Company LLC

EEG is delighted to welcome Al Shirawi Equipment Company LLC as the newest addition to our growing network of committed corporate members. As a leading player in the equipment manufacturing and industrial services sector, Al Shirawi Equipment brings with it a strong legacy of operational excellence and a forward-thinking approach to sustainability.

Their decision to join EEG's corporate membership is a testament to their dedication to environmental responsibility and collaborative action. We look forward to working closely with Al Shirawi Equipment Company LLC on impactful environmental initiatives that contribute to a greener and more sustainable UAE. Together, we can drive positive change and make meaningful progress toward our shared sustainability goals.

[Know More](#)



EEG Welcomes City University Ajman to Its Academic Membership Network

Emirates Environmental Group (EEG) is proud to welcome City University Ajman as the newest academic member of our growing environmental community. As an institution dedicated to academic excellence and innovation, City University Ajman brings valuable energy and insight to our shared mission of sustainability and environmental awareness. By joining EEG's academic membership network, the university demonstrates its commitment to equipping future leaders with the knowledge and values needed to champion environmental stewardship. We look forward to engaging with students and faculty in meaningful initiatives that foster learning, action, and positive environmental impact. Together, we aim to inspire change and build a more sustainable future for all.

[Know More](#)



EEG Welcomes NH Collection Dubai The Palm

Emirates Environmental Group (EEG) is pleased to extend a warm welcome to NH Collection Dubai the Palm as a new corporate member. As a distinguished name in the hospitality industry, the hotel exemplifies a commitment to sustainability and responsible business practices.

By joining EEG's corporate membership network, NH Collection Dubai the Palm reinforces its dedication to environmental stewardship and community engagement. We are excited to collaborate with them on initiatives that promote sustainable tourism and contribute to a greener UAE. We look forward to a fruitful partnership and to achieving shared environmental goals together.

[Know More](#)



EEG MEMBERS' UPDATE

EEG welcomed 2 new, 4 renewed corporate members and 1 renewed individual member in the month of April 2025

CORPORATE MEMBERSHIP (NEW)

Al Shirawi Equipment Company

NH Collection Hotel and Hotel Apartment Rental Dubai The Palm LLC

CORPORATE MEMBERSHIP (RENEWAL)

Abu Dhabi Terminals LLC

Globelink West Star Shipping LLC

Tristar Transport LLC

W.S. Atkins & Partners Overseas

INDIVIDUAL MEMBERSHIP (RENEWAL)

Sudhir Rama Varma

Global Agreement Reached to Protect the High Seas



UNEP NEWS

In a landmark achievement for ocean conservation, the United Nations has adopted the Agreement on the Conservation and Sustainable Use of Marine Biological Diversity of Areas Beyond National Jurisdiction (BBNJ Agreement), also known as the High Seas Treaty. This historic accord aims to safeguard the high seas, which constitute approximately two-thirds of the world's oceans and are home to a vast array of marine life.

The high seas have long been vulnerable to overexploitation and environmental degradation due to a lack of comprehensive governance. The BBNJ Agreement addresses this gap by establishing a legal framework for the creation of marine protected areas, conducting environmental impact assessments for activities like fishing and mining, and ensuring the fair and equitable sharing of marine genetic resources. These measures are crucial for preserving marine biodiversity and supporting the health of ocean ecosystems.

The adoption of the BBNJ Agreement marks a significant step forward in global efforts to protect marine biodiversity. However, its success will depend on the swift ratification and implementation by member states. As discussions continue, the international community remains committed to advancing ocean conservation and ensuring the sustainable use of marine resources for future generations.

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UNCCD NEWS

World Day to Combat Desertification and Drought 2025: Restore Land, Unlock Opportunities

The United Nations has designated 17th June as the World Day to Combat Desertification and Drought, aiming to raise global awareness about land degradation and its impact on ecosystems and communities. The 2025 observance, with the theme "Restore Land, Unlock Opportunities," underscores the critical need for sustainable land management to combat desertification and drought.

With up to 40% of the world's land area already degraded, the event highlights the importance of restoring land to enhance food security, mitigate climate change and promote economic development. The UNCCD emphasises that land restoration can create jobs, improve livelihoods and contribute to achieving the Sustainable Development Goals.

This year's observance calls for collective action from governments, businesses and individuals to implement effective land management practices. By investing in land restoration, we can unlock opportunities for sustainable development and build resilience against environmental challenges.

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Waste Management Programme

Monthly Progress Report

April 2025

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

- >> Reduction of **488** (MTCO₂e) GHG
- >> Saving of **3,525** Million BTU of Energy
- >> Saving of **907 m³** of Landfill Space
- >> Saving of **2,592** Trees from being felled
- >> Saving of **2,738** Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG collected 114,751 kg of paper from 216 participating entities—a remarkable 57% increase from March! With 8 months left in the year, we urge all our members and supporters to step up their recycling efforts. Every contribution counts in reducing landfill waste and moving closer to our environmental goals.	Pivot Dubai South	7,290	Eesha Chhibber	2,191
	Design Infinity	5,340	Sainath Manikandan	1,318
	du Telecom	2,863	Prachet Bhupesh Patel	1,220
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG collected 1,206 kg of aluminium cans from 36 participating entities—a 107% increase from March! By the end of April, we've achieved 41.5% of this year's target. Let's keep the momentum going—your active participation is key to meeting our goal and advancing the circular economy.	Rixos Al Mairid Ras Al Khaimah	360	-	-
	Le Royal Meridien Beach Resort & Spa Dubai	120	-	-
	JW Marriott Marqis Hotel Dubai	97	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG successfully collected 10,498 kg of plastic waste from 125 participating entities—a 24% increase from March. We're energised by this progress and call on all members of society to join us in building momentum for a cleaner, greener future	Millennium Hotel Atria, Barsha, Montrose	775	Ali Darwish Mubarak Salim Alzaabi	636
	Wasl	661	Saeed Ahmed Khalifa Al Hamly	222
	Flora Inn Hotel	530	Hassan Abdullah Hassan	120
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In April, EEG collected 41 toner cartridges from 5 participating entities, reflecting a 61% decrease from March. We urge everyone to gear up for upcoming initiatives and actively support HP toner recycling efforts as we move forward in the year.	Royal Rose Hotel Abu Dhabi	29	-	-
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG collected 27,244 kg of glass bottles from 67 participating entities. Despite a 21% dip in March, we're encouraged by the renewed participation. Let's keep up the momentum and work together to boost our efforts for a greener, more sustainable year!	Dubai Duty Free	6,700	Ali Darwish Mubarak Salim Alzaabi	535
	Marco Polo Hotel	2,463	Hassan Abdullah Hassan	100
	Dubai World Trade Centre	2,000	Abrar	43
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG collected 718 kg of e-waste from 15 participating entities—a 29% increase from March. Let's keep the momentum going! Your discarded electronics can help build a sustainable future. Join us this May and drive positive change in e-waste recovery.	Encore	326	Ali Darwish Mubarak Salim Alzaabi	119
	Dubai Emerald Lions Club	106	Arya Shankar Banerjee	90
	Jacobs	10	Shashwath Deepak	22
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In April, EEG collected 1,411 kg of scrap metal from 15 participating entities, reflecting a 59% decrease from March. Let's turn the tide this May! Join us in recycling scrap metal responsibly and contribute to the circular economy. Your discarded metal can find a new purpose!	du Telecom	460	Ali Darwish Mubarak Salim Alzaabi	325
	Dubai Emerald Lions Club	302	Arya Sankar Banerjee	98
	Marco Polo Hotel	153	Ekagr Chhibber	18
MOBILES	Companies	Quantity (kg)	Individuals	Quantity (kg)
In April, EEG collected 781 mobile phones from 19 participating entities—a remarkable 194% increase from March! We call on the wider community to keep the momentum going and help us reach our annual target. Every contribution moves us closer to our environmental goals.	Dubai Public Prosecution	79	Shivani Adduri	75
	The Cove Rotana Ras Al khaimah	25	Shreyansh Reddy Kolano & Shyam Manikandan (Tie)	23
	-	-	Mugun Thankannan	16

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.

