

# EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



June 2025  
Issue 06

Emirates  
Recycling  
Awards 2025



جائزة الإمارات  
لإعادة التدوير  
2025



## Upcoming Events

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## Reach Out to EEG for More Details



### BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM  
Villa No. 117a - JMR. 68, Jumeirah 1,  
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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:

Miguel Montes



## Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

As we navigate an era marked by unprecedented sustainability challenges, it is clear that the future of our planet depends on bold actions, innovative thinking and collective responsibility. The global sustainability landscape is evolving rapidly—shaped by ambitious climate commitments, accelerating technological innovation and growing public awareness. Yet, amid this transformative period, one element stands out as both a powerful catalyst and an indispensable force: The Youth.

Young people today are inheriting the consequences of decades of environmental degradation but at the same time they are also leading the charge towards regenerative and inclusive growth. Across the globe, youth movements are amplifying the demand for climate justice, sustainable consumption and social equity. This energy and commitment has inspired us at Emirates Environmental Group (EEG) to continue placing youth and engaging them at the heart of our mission, because empowering young minds and fostering environmental education are pivotal to realising the UAE's vision for a green and resilient future.

In May, EEG's activities underscored this focus on youth and education as drivers of sustainability. One of our more popular National Educational Programme took center stage with the Inter-School Environmental Public Speaking Competition, held from 5th to 8th May, showcasing the passion and insights of future leaders. These students demonstrated not only their awareness but also their readiness to champion change — a clear reminder that education is a cornerstone for cultivating environmental stewardship from a young age.

Furthering our commitment, the month of May has been an exceptionally dynamic and impactful month for EEG, marked by a series of important engagements that underscore our commitment to sustainability, youth empowerment, and collaborative progress.

The month began with one of EEG's esteemed Corporate Member, Al Shirawi Equipment LLC's, tree planting on **1<sup>st</sup> May**, where 25 Sidr saplings were planted as a concrete step towards enhancing urban green spaces and community involvement. On 5th May, I participated in a briefing on the 4<sup>th</sup> Financing for Development International Business Forum (FFD4), organised by UNDESA, highlighting the critical role of sustainable finance in achieving global development and climate goals.

EEG's dedication to staff development was evident on 7<sup>th</sup> May, when our external team undertook virtual First Aid Training provided by one of our Corporate members, Mideast Data Systems L.L.C., ensuring preparedness and resilience within our organisation. On **13<sup>th</sup> May**, I joined the Sharjah Excellence Award as a jury member, recognising outstanding achievements in sustainability across the emirate. Later that day, I participated in Emirates Green Building Council's Executive Committee Meeting, focusing on advancing green building standards.

Mid-May saw continued international engagement with our attendance at the CPR Subcommittee meeting and a critical session on **15<sup>th</sup> May** titled "Health on the Negotiating Table: Stakeholder Reflections on the Plastics Treaty Draft," addressing the

global challenge of plastic pollution and the importance of multi-stakeholder dialogue. Later that day, our involvement extended to attending the 1st meeting of the Open-Ended Working Group for the Global Framework on Chemicals, where we supported efforts to strengthen chemical safety regulations worldwide.

Youth and education remained central to our work and on **20<sup>th</sup> May**, I was delighted to be Chief Guest and Keynote Speaker at the Inter-School Sustainability and Environment Session hosted by one of our Academic Members, GEMS New Millennium School, Al Khail, inspiring the next generation of environmental stewards. Concurrently, in the afternoon I joined my team to go to Al Ain for a meeting organised by our Associate Member, Berkeley, with UAE University's Al Ain campus, deepening academic collaborations. That same day, another EEG team engaged in a briefing on the global chemicals framework, emphasising our role in environmental diplomacy.

As a Co-Founder, Vice Chair and Treasurer of the EmiratesGBC, I participated on **21<sup>st</sup> May**, in the Council's Annual Congress whereby, I moderated a panel, titled "The Financial Risk of Inaction in the Built Environment". We also participated on the same day in the Digital Product Information Systems (DPIS) Global Framework discussions, focusing on enhancing product transparency and sustainability. The day concluded with me joining the celebrations of the Ras Al Khaimah Tourism Excellence Awards 2025, recognising the tourism sector's sustainability leaders.

The following day, **22<sup>nd</sup> May**, EEG proudly hosted the Environmental Drawing Competition and Art from Waste Awarding Ceremony at Ismaili Center, where we celebrated and gave special recognition to the talented winners for both the competitions for their creativity and commitment to environmental awareness.

On **26<sup>th</sup> May**, we joined a webinar on the UAE Climate Law and Carbon Credit Regulation, organised by PwC Middle East, the UN Global Compact Network UAE, and Chapter Zero UAE, providing vital insights to organisations navigating emerging climate policies. The month's environmental leadership continued with our participation on **27<sup>th</sup> May** at the 5th Global Conference of the One Planet Network's Sustainable Food Systems Programme, contributing to transformative discussions on food security, biodiversity, and climate resilience.

We organised a workshop for Taqa for the World Utilities Congress on **27<sup>th</sup> May**, and my active involvement in the World Packaging Organisation meetings and WorldStar Ceremony held in Milan from **27<sup>th</sup> to 30<sup>th</sup> May**. The experience offered invaluable insights, rich networking opportunities, and a chance to celebrate innovation in packaging on a global stage.

This impressive range of activities across May demonstrates the breadth and depth of EEG's commitment to advancing sustainability, climate action and youth engagement. All of our activities are covered in this newsletter, and I hope you enjoy reading it as much as we enjoyed executing them. As we progress, the energy and innovation of young people, supported by strategic partnerships across public, private, academia and civil society sectors, will remain at the heart of driving the UAE's vision for a sustainable and prosperous future.



**Special Tree Planting Event**

**1st  
MAY**

EEG was delighted to collaborate with its valued corporate member, Al Shirawi Equipment Co., for a special tree planting activity held on the premises of the company's office. As part of EEG's national long-standing "For Our Emirates We Plant" programme, 25 Sidr saplings—a native species known for its resilience and ecological value—were planted along the vicinity of the Al Shirawi facility on this meaningful occasion.

This partnership reflects Al Shirawi Equipment Co.'s strong environmental commitment and dedication to supporting national sustainability goals through community-based action. Planting trees not only enhances green spaces but also helps combat climate change, improve air quality, and promote biodiversity in urban areas.

Since the inception of the programme in 2007, EEG has successfully planted **2,147,392 trees** across the UAE, resulting in the mitigation of over **186,213 metric tonnes of CO<sub>2</sub> emissions**—a significant contribution towards a cleaner, greener nation.

We extend our heartfelt thanks to Al Shirawi Equipment Co. for their support and active participation. Together, we continue to advance our shared vision for a more sustainable and environmentally responsible future.



**Briefing for FFD4 International Business Forum**

**5th  
MAY**

On 5<sup>th</sup> May, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of Emirates Environmental Group (EEG), participated virtually in a high-level briefing session in preparation for the 4<sup>th</sup> International Business Forum on Financing for Development (FFD4) which is scheduled to take place on 30<sup>th</sup> June – 3<sup>rd</sup> July in Seville, Spain.

The session, organised by the United Nations Department of Economic and Social Affairs (UNDESA) and partner institutions, served as a preparatory platform to align perspectives and discuss key focus areas for the upcoming Forum. The FFD4 International Business Forum aims to strengthen collaboration between the public and private sectors in support of the 2030 Agenda for Sustainable Development, particularly in mobilising innovative finance and advancing inclusive economic transformation. EEG's participation underscores the vital role of civil society in bridging grassroots action with global policy discussions.

**Online First Aid Training Hosted by Mideast Data Systems**

**7th  
MAY**

On 7<sup>th</sup> May, Mideast Data Systems L.L.C., one of EEG's esteemed corporate members, hosted a special online First Aid Training session for EEG's external staff. The training aimed to provide EEG's support team with crucial first aid skills, empowering them to respond

effectively to medical emergencies and ensure the safety and well-being of those around them.

The session covered essential first aid techniques, focusing on injury management, emergency response protocols and ways to prevent further harm in a variety of situations. The virtual format enabled EEG's external staff to participate conveniently from different locations, ensuring accessibility for all.

EEG extends heartfelt thanks to Mideast Data Systems L.L.C. for their generous support and commitment to its support team's safety and health. This training underscores both organisations' shared values of ensuring a safe and secure working environment, further strengthening their collaboration in promoting the welfare of the community.

unwavering dedication to sustainability. Her journey continues to inspire countless individuals striving for positive change in their communities and industries.



**Sharjah Excellence Award 2025**

**13th  
MAY**

On 13<sup>th</sup> May, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of Emirates Environmental Group (EEG), had the pleasure of serving as a jury member for the Sharjah Excellence Award 2025. The judging session, which took place virtually, brought together prominent leaders and experts from various sectors to evaluate the outstanding contributions of businesses and individuals towards excellence in their respective fields.

As a juror, Mrs. Al Mar'ashi's experience and expertise in sustainability and corporate social responsibility played a vital role in assessing the nominees. Her participation highlighted our ongoing commitment to recognising and supporting initiatives that drive positive change and contributing to the sustainable development of the region. The Sharjah Excellence Award is a prestigious platform that celebrates those who have shown exceptional dedication to excellence.

**WGBC Executive Committee Meeting**

**13th  
MAY**

On 13<sup>th</sup> May, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of Emirates Environmental Group (EEG), participated virtually in the World Green Building Council (WGBC) Executive Committee Meeting in her capacity as the Vice Chair of the WorldGBC. The meeting, which brought together key leaders from the global green building sector, focused on advancing sustainability in the built environment and driving positive change towards more eco-conscious and resilient cities. Mrs. Al Mar'ashi shared her insights during the meeting on the importance of integrating environmental considerations in urban planning and the critical role of green building practices in addressing climate change.



**EmiratesGBC Annual Congress 2025**

**21st  
MAY**

The Emirates Green Building Council (EmiratesGBC) held its 2025 Annual Congress on 21<sup>st</sup> May, bringing together key industry leaders, policymakers, and experts to address the urgent need for sustainable practices in the built environment. This year’s congress focused on the theme “Mission to 1.5°C: Be Bold on Buildings”, in line with the UAE’s Nationally Determined Contributions (NDC 3.0) and the call for bold action on buildings ahead of COP29. The congress provided a platform for rigorous discussions and strategic conversations on how the built environment can contribute to achieving global climate targets. The event featured various panels that explored the financial, technical and policy challenges and solutions related to sustainable building practices.

As part of this critical dialogue, Mrs. Habiba Al Mar’ashi, Co-founder, Vice Chair and Treasurer of EmiratesGBC and Co-Founder & Chairperson of EEG, moderated a panel, titled “The Financial Risk of Inaction in the Built Environment”. In her role as moderator, Mrs. Al Mar’ashi guided an engaging and thought-provoking discussion on the financial consequences of delaying sustainability measures in the building sector.



The panel included renowned experts such as Dr. Ali Amiri, Regional Director for Engineering at Egis, Mr. Seb Davies, Director at Rider Levett Bucknall, Dr. Lubna Zaitouni, Senior Legal Affairs Specialist at the Ministry of Economy, and Mr. Mohammad Jebreel, Vice Chair of EmiratesGBC. Together, they explored the financial risks of inaction, the role of climate finance and the urgent need for the real estate industry to align with national climate targets.

**RAK Tourism Excellence Awards 2025**

**21st  
MAY**

On 21<sup>st</sup> May, Mrs. Habiba Al Mar’ashi, EEG Co-Founder and Chairperson, attended the prestigious Ras Al Khaimah Green Hotels Ceremony, held under the patronage of His Highness Sheikh Ahmed bin Saud bin Saqr Al Qasimi, Chairman of the Public Services Department. The event took place at the Movenpick Resort Al Marjan Island and brought together key figures from the hospitality, government and environmental sectors. The ceremony, organised by the Public Services Department of Ras Al Khaimah, aimed to celebrate and recognise the outstanding environmental achievements of hotels participating in the Green Hotels Scheme.

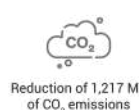
This initiative supports the UAE’s national agenda for environmental sustainability by promoting responsible practices within the hospitality sector. Participating hotels were acknowledged

for their commitment to reducing their environmental footprint through energy and water conservation, sustainable waste management and the integration of eco-friendly operations. The event also provided a platform to showcase best practices and inspire further action across the industry.

**EEG Celebrates the Achievements of OROC Phase 1**

**25th  
MAY**

We are proud to announce the successful completion of Phase 1 of the 16<sup>th</sup> Cycle of our flagship programme, One Root, One Communi-tree (OROC), on 25<sup>th</sup> May. This milestone achievement saw the dynamic engagement of **250 entities** from across the UAE’s diverse societal sectors, uniting individuals, students, families, corporations, academic institutions, hospitality groups, and government bodies in a powerful act of environmental stewardship.



In recognition of these outstanding achievements, EEG will plant **869 indigenous trees** in December in honour of the participants who met and exceeded their targets. **Since its inception in 2010, this Phase 1 recorded the highest number of trees earned by participants.** We extend our deepest appreciation to all contributors for championing sustainability and advancing the UAE’s circular economy vision. We eagerly look forward to launching Phase 2 of the programme on 25th July—stay tuned for more details and opportunities to make a lasting impact.

**UAE Climate Law & Carbon credit regulation**

**26th  
MAY**

On 26<sup>th</sup> May, EEG attended a virtual webinar hosted by PwC Middle East, UN Global Compact Network UAE, and Chapter Zero UAE. The session provided a timely and practical overview of two major regulatory developments in the UAE: The Law on the Reduction of Climate Change Effects and the Cabinet Resolution establishing the National Carbon Credit Register.

The webinar featured insights from senior professionals in ESG reporting, corporate strategy and sustainability governance.



Key topics included legal compliance obligations for businesses, effective emissions tracking and reporting, the emerging market for carbon credit trading and how organisations can align with the UAE's Net Zero ambitions.



This informative session enabled EEG to deepen its understanding of the evolving climate policy landscape and reaffirmed its commitment to supporting national sustainability goals through education, engagement, and advocacy.

**27<sup>th</sup>  
MAY**

**A Youth-Led Grid Innovation Workshop**

On 27<sup>th</sup> May, EEG in collaboration with Taqa Transmission hosted the "Planning the Energy Transition: A Youth-Led Grid Innovation Workshop" at the World Utilities Congress held at ADNEC Centre, Abu Dhabi. The workshop aimed to empower young individuals to play an active role in the energy transition by exploring innovative solutions for integrating renewable energy into the grid, improving energy efficiency and fostering sustainability.

Participants, including students and young professionals, engaged in interactive sessions covering topics such as smart grids, energy storage and the role of innovation in reducing carbon emissions. The workshop provided a platform for youth to brainstorm and propose practical solutions to real-world energy challenges. The event highlighted the importance of cross-sector collaboration and youth leadership in shaping a sustainable energy future.

The workshop successfully underscored the vital role young people play in driving the energy transition, leaving participants inspired and equipped with knowledge and ideas to contribute to the UAE's ambitious climate goals.



**WPO Meetings & WorldStar Award Ceremony**

**29<sup>th</sup>  
-  
30<sup>th</sup>  
MAY**

From 29<sup>th</sup> to 30<sup>th</sup> May, Mrs. Habiba Al Mar'ashi, Co-founder & Chairperson of EEG, traveled to Milan, Italy, to attend the prestigious World Packaging Organisation (WPO) Meetings and the WorldStar Awards Ceremony.

On 29<sup>th</sup> May, she participated in the 113<sup>th</sup> WPO Board Meeting, this important gathering of industry stakeholders

focused on shaping the future of the global packaging industry, discussing key initiatives, challenges and the role of innovation in sustainable packaging solutions. The meeting provided a platform to align on strategies that support the global agenda for packaging sustainability.

The trip culminated in attending the WorldStar Awards Ceremony on the evening of 30<sup>th</sup> May. This prestigious event honoured outstanding achievements in packaging design and innovation, celebrating excellence across the packaging industry worldwide. Mrs. Habiba, with her deep commitment to sustainability and environmental advocacy, was thrilled to witness the recognition of the best packaging innovations, which align with EEG's vision of promoting environmentally responsible solutions.

The WPO Meetings and WorldStar Award Ceremony provided a unique opportunity for EEG to engage with key global players in the packaging industry, share expertise, and explore new avenues for sustainable packaging solutions. EEG's involvement in such high-level discussions further strengthens its position as a leading voice in environmental sustainability.



**Webinar for the Bonn Climate Conference**

**28<sup>th</sup>  
MAY**

EEG on 28<sup>th</sup> May, attended a virtual capacity-building webinar organised by the University of North Carolina Water Institute in collaboration with the Stakeholder Forum for a Sustainable Future. The session aimed to prepare stakeholders for effective participation in the upcoming UNFCCC Bonn Climate Conference (16–26 June 2025) and COP30, which will take place in Belém, Brazil (10–21 November 2025).

The webinar was led by an Adjunct Professor at the UNC Water Institute and Fellow at the Stakeholder Forum, alongside an Environmental Policy Analyst from the Woodwell Climate Research Center and Associate at the Stakeholder Forum. The session was moderated by the Interim Chair of the Stakeholder Forum.

Key topics included the history of climate negotiations, lessons from COP29, stakeholder engagement strategies, preparatory steps for Bonn, anticipated negotiation themes for COP30, and practical guidance on logistics and timelines.



### Carnegie Climate Monitoring Working Group

29<sup>th</sup>  
MAY

EEG is proud to share that its Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi, has been hand-picked to join the Monitoring Working Group as the official representative for the United Arab Emirates in Phase II (2025–2027) of the Carnegie Endowment's Middle East Programme project on Climate Change, Vulnerability and Governance in the Middle East and North Africa.

On 29<sup>th</sup> May, EEG participated in the group's first virtual session, which marked the official launch of this critical regional initiative. The Working Group brings together civil society leaders and experts from across the MENA region to assess how climate change intersects with governance, inequality and human security—and to strengthen the role of local organisations in shaping just, inclusive climate policies.

### A Presentation for Two Seasons Hotel & Apartments

30<sup>th</sup>  
MAY

On 30<sup>th</sup> April, the Emirates Environmental Group (EEG) conducted a comprehensive Presentation for its valued corporate member, Two Seasons Hotel & Apartments. The session aimed to promote sustainability within the hospitality industry, encouraging practical actions to create an environmentally responsible workplace while reinforcing the hotel's commitment to sustainability.

The presentation featured interactive workshops and thought-provoking discussions centred on the United Nations Sustainable Development Goals (SDGs) and how the hospitality sector can integrate sustainability into daily operations. Participants gained valuable insights into the environmental challenges the world is facing today and the crucial role hotels can play in fostering a positive change.

EEG highlighted effective strategies for improving resource efficiency, reducing the ecological footprint, and aligning hotel operations with global sustainability frameworks. The session also facilitated discussions on how businesses in the hospitality industry, like Two Seasons Hotel & Apartments, can make a tangible impact by adopting sustainable practices and making responsible decisions.



### Appreciating our Logistical Support Partners

At Emirates Environmental Group (EEG), our community recycling initiatives thrive through the steadfast support of our dedicated partners. We would like to extend our heartfelt appreciation to the companies that have generously supported our logistical requirements for the collection of recyclable material during the month of May.

A special thank you goes to **Amazon, ISS Relocations LLC, Tristar Transport LLC** and **Lucky Recycling Limited** for their invaluable truck support. Their commitment has played a pivotal role in enabling the efficient collection and transportation of recyclables from across the UAE, ensuring the smooth execution of our environmental programmes.

By providing logistical assistance, these organisations have gone beyond their core business operations to contribute meaningfully to the cause of sustainability and environmental stewardship. Their support helps us reach wider communities, divert more waste from landfills, and take impactful strides towards a circular economy.

### UN Meetings

1) During the month of May, EEG submitted its written comments on the zero draft of the Ministerial Declaration for the 7<sup>th</sup> session of the United Nations Environment Assembly (UNEA-7). We welcome the inclusive approach adopted in shaping this key outcome document and remain committed to supporting the global agenda for environmental sustainability through constructive engagement and expert input.

2) On 13<sup>th</sup> May, EEG, attended virtually the event titled "Health on the Negotiating Table: Stakeholder Reflections on the Plastics Treaty Draft." The session was co-organised by the International Pollutants Elimination Network (IPEN), World Health Organisation (WHO), Switzerland, Health Care Without Harm and the UNEP Geneva Environment Network, as part of the Geneva Beat Plastic Pollution Dialogues.

This timely event was held ahead of the 78<sup>th</sup> World Health Assembly and the resumed fifth session of the Intergovernmental Negotiating Committee (INC-5.2) to develop an international legally binding instrument on plastic pollution. The briefing focused on the health dimensions of plastic pollution and provided critical insights on the Chair's non-paper resulting from the initial INC-5 session in Busan.

Participants included high-level representatives from government, health, and environmental sectors, who offered feedback on how to strengthen the draft text to ensure it adequately addresses the health risks posed by plastic production and use. These include toxic chemical exposure, endocrine disruption, and long-term environmental and public health threats.



3) On 15<sup>th</sup> May, EEG participated virtually in a hybrid meeting of the Subcommittee of the Committee of Permanent Representatives (CPR) of UNEP. The agenda covered a range of important topics, including a review of UNEP's thematic programmes, updates on the outcomes of the 2025 Conferences of the Parties to the Basel, Rotterdam and Stockholm Conventions as well as discussions on the critical link between the environment and public health. There were also deliberations on the development of the medium-term strategy for the period 2026-2029, as well as discussions on the draft programme of work and budget for 2026-2027.



4) On 20<sup>th</sup> May, EEG attended virtually a high-level briefing session on the upcoming 1st meeting of the Open-Ended Working Group (OEWG) for the Global Framework on Chemicals, organised by the Global Framework on Chemicals Secretariat in collaboration with the Geneva Environment Network.

The session offered key updates on the preparations for the OEWG meeting, which will take place from 24–27 June 2025 in Punta del Este, Uruguay, and will be held back-to-back with the resumed 3<sup>rd</sup> session of the ad hoc Open-Ended Working Group of the Science-Policy Panel on chemicals and waste. The briefing featured valuable insights from leading figures in international chemical management. Topics covered included implementation strategies, the Global Alliance on Highly Hazardous Pesticides, the Framework Fund and the Gender Action Plan.

5) On 21<sup>st</sup> May, EEG attended virtually the Subcommittee Meeting of the Committee of Permanent Representatives (CPR) to UNEP. The meeting's agenda focused on providing key updates on the 2025 World Environment Day campaign, which highlighted global efforts to raise awareness and drive action on critical environmental challenges. EEG's involvement in this session reflects its steadfast commitment to advancing environmental advocacy and contributing to high-level international dialogues that shape the global sustainability agenda.

6) On 21<sup>st</sup> May, EEG also took part in a virtual expert consultation hosted by the One Planet Network's Consumer Information Programme for Sustainable Consumption and Production (CI-SCP). The session focused on refining the proposed data categories and sub-categories for the Digital Product Information Systems (DPIS) Global Framework. This together experts to provide strategic and technical input on how harmonised data can enhance traceability, transparency and informed decision-making throughout product life cycles.

7) EEG had the privilege of virtually participating in the 5th Global Conference of the One Planet Network's Sustainable Food Systems Programme, held from 27<sup>th</sup> to 29<sup>th</sup> May 2025. Themed "Overcoming the Barriers to Food Systems Transformation – Coherent Policies and Equity-Sensitive Solutions to Simultaneously Fight Hunger and Malnutrition, Biodiversity Loss and the Climate Crisis," the conference brought together a diverse group of stakeholders committed to driving meaningful change in the global food landscape.

The event served as a critical platform for high-level dialogue and collaboration among policymakers, scientists, civil society, private sector leaders and youth representatives. It emphasised the urgent need for transformative solutions that integrate climate action, biodiversity conservation, food security and social equity.

The discussions revolved around identifying coherent policy frameworks and inclusive strategies that can break down systemic barriers and ensure a sustainable and fair food system for all.



8) On 28<sup>th</sup> May, EEG attended a virtual briefing organised by the Geneva Environment Network, highlighting the outcomes of the recent Basel, Rotterdam and Stockholm Conventions COPs.

The session outlined key global decisions to enhance the management of chemicals and waste, including improved trade governance, the elimination of persistent organic pollutants and increased cooperation with global frameworks such as the Global Framework on Chemicals and the Plastic Pollution Treaty.

The event served as a critical platform to align global efforts in protecting health, biodiversity, and climate through sound environmental practices.



**2<sup>nd</sup> Cycle of ‘Purging Pestering Plastics’ Campaign**

Plastic pollution is one of the most urgent environmental threats of our time, infiltrating ecosystems from the deepest oceans to the highest peaks. Recognising this growing crisis, EEG launched the Purging Pestering Plastics (PPP) campaign in 2024 to promote sustainable plastic waste management. Following overwhelming support and impact, we are proud to announce the launch of its second cycle, running from 8<sup>th</sup> June to 8<sup>th</sup> July 2025, in support of World Ocean Day.

This nationwide initiative calls on individuals, schools, businesses, and government entities to join hands in the fight against plastic pollution by collecting and recycling plastic waste responsibly. Participants who reach their targets will receive a Certificate of Appreciation and earn the opportunity to plant an indigenous tree sapling under EEG’s “For Our Emirates We Plant” programme on 18<sup>th</sup> December 2025.

Together, let’s turn the tide on plastic waste—one bottle, one action, one tree at a time.



[Register Here](#)

**10<sup>th</sup> Cycle of Recycle. Reforest. Repeat.**

EEG is proud to launch the 10<sup>th</sup> cycle of its flagship initiative – Recycle. Reforest. Repeat. (RRR), running from 17<sup>th</sup> June to 25<sup>th</sup> July 2025. This milestone year aligns with the UAE’s “Year of Community”, reaffirming our belief that collective action is key to securing a greener, more sustainable future.

Since its inception, the RRR campaign has mobilised businesses, schools, government bodies, and individuals across the UAE to recycle paper waste and contribute to afforestation efforts. The campaign directly supports the transition to a circular economy by transforming recyclable waste into an opportunity for environmental restoration.

This year’s goal is clear: collect a minimum of 1,000 kg of paper during the campaign period. In return, participants who achieve this target will be invited to plant an indigenous tree sapling under their name on 18<sup>th</sup> December 2025 as part of EEG’s “For Our Emirates We Plant” programme, and receive an official certificate of participation.

As we celebrate a decade of RRR’s success, we invite everyone to be part of this impactful movement. Let’s come together to recycle more, plant more, and inspire long-term environmental responsibility—one sheet of paper and one tree at a time



[Register Here](#)

**3<sup>rd</sup> Panel Discussion 2025: Unlocking Value from Waste**

EEG is pleased to announce its 3<sup>rd</sup> Panel Discussion of the year, themed “Your Waste, My Treasure: Advancing Circular Economy through Waste Valorisation”, taking place on Wednesday, 25th June 2025, from 10:00 AM to 12:30 PM at Dubai Chambers. As the UAE pushes forward with bold sustainability targets, this panel will explore innovative waste valorisation strategies that are transforming our approach to resource management. The session will highlight key initiatives including the Al Warsan Waste-to-Energy Facility, and broader efforts driving the transition to a circular economy.

**The event will feature:**

- **A youth-led interschool debate that brings fresh perspectives**
- **Expert presentations and panel dialogue from leading voices in sustainability**
- **An interactive Q&A session for meaningful audience engagement**

This dynamic panel aims to inspire action, foster collaboration, and amplify innovative solutions for a waste-free future. EEG invites stakeholders, educators, youth, and the wider community to be part of this important conversation and contribute to building a circular, resource-conscious society.



[Register Here](#)

Members News

**OEG Offshore**



Emirates Environmental Group (EEG) is pleased to welcome OEG Offshore to our Corporate Membership network. A global leader in offshore logistics, OEG Offshore is the world’s largest owner and lessor of DNV-certified reusable containers, with a fleet of over 75,000 units. These containers support the safe transport of cargo and the return of more than 200,000 tonnes of offshore waste annually for responsible onshore processing—helping to reduce the environmental footprint of offshore operations. OEG is also investing in the energy transition by developing a fleet of intermodal cryogenic tanks for transporting hydrogen and captured carbon dioxide, aligning with global sustainability goals. We are proud to have OEG Offshore join the EEG community and look forward to impactful collaboration.

[Read More](#)





**Trident Support Flagpoles LLC**

EEG is pleased to welcome Trident Support Flagpoles LLC as our newest corporate member. We are proud to partner with a company that shares our commitment to environmental responsibility and sustainable development. Based in the UAE, Trident Support is renowned as a global leader in the design, manufacturing, and installation of architectural flagpoles. The company holds the distinction of producing some of the tallest and most iconic flagpoles in the world, combining engineering excellence with a strong focus on innovation, safety, and quality. Beyond their technical achievements, Trident Support Flagpoles LLC demonstrates a growing dedication to environmental sustainability through responsible production practices and efficient use of resources. Their support as a corporate member aligns with EEG's mission to foster strong partnerships that contribute to ecological conservation, climate action, and environmental education.

We look forward to working closely with Trident Support on impactful initiatives that drive real change.

[Read More](#)

EEG MEMBERS' UPDATE	
EEG welcomed 2 new & 2 renewed corporate members, and 1 new individual member in the month of May 2025	
CORPORATE MEMBERSHIP (RENEWALS)	
Innovo Build L.L.C	Nestle Middle East FZE
CORPORATE MEMBERSHIP (NEW)	
OEG Middle East FZE	Trident Support Flagpoles LLC
INDIVIDUAL MEMBERSHIP (NEW)	
Ajayan Vasudevan	

UN News



**Africa Strengthens Wastewater Surveillance to Safeguard Health and the Environment**

UNEP NEWS

A recent report by the United Nations Environment Programme (UNEP) reveals that in many developing countries, less than 5% of wastewater is treated before entering the environment. This has serious implications for public health, ecosystems, and sustainable development. In Africa, the situation is even more urgent, with over 90% of wastewater discharged untreated, contributing to the spread of waterborne diseases, antimicrobial resistance, and environmental harm. To help tackle this issue, UNEP launched the Wastewater Surveillance for Africa (WWS) Initiative in 2024. The initiative supports the development of cost-effective, scalable systems to monitor wastewater for pathogens and pollutants, providing early warning signs of potential health threats. As Heidi Savelli-Soderberg, Chief of UNEP's Source to Sea Pollution Unit, explained, the aim is to enable African countries to share knowledge, strengthen capacity, and turn vital data into concrete action.

[READ MORE](#)



**Desertification and Drought Day 2025: Restore the Land, Unlock the Opportunities**

UNCCD NEWS

Marked annually on 17<sup>th</sup> June, Desertification and Drought Day 2025 calls for urgent global action to restore degraded land and unlock the full potential of a sustainable, land-based economy. This year's theme, "Restore the Land. Unlock the Opportunities," highlights the vital role of land restoration in tackling climate change, biodiversity loss, poverty, and food insecurity. Each year, over 1 million km<sup>2</sup> of productive land is lost—threatening economies and communities alike. To reverse this trend, 1.5 billion hectares must be restored by 2030. With over half the world's GDP dependent on nature, investing in land makes economic sense: every dollar spent on restoration generates between US\$ 7–30 in returns. Yet, funding falls far short. The UNCCD estimates US\$ 1 billion per day is needed to meet global goals. Current investments total just US\$ 66 billion annually, with minimal private sector contribution.

"Land degradation and drought are major disruptors," said Ibrahim Thiaw, UNCCD Executive Secretary. "But land restoration offers us a way forward—economically, socially and environmentally." Desertification and Drought Day is an opportunity to raise awareness, scale up solutions, and mobilise stakeholders around a shared goal: healthy land for a healthier future.

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

- >> Reduction of 490 (MTCO<sub>2e</sub>) GHG
- >> Saving of 3,801 Million BTU of Energy
- >> Saving of 1,061 m<sup>3</sup> of Landfill Space
- >> Saving of 2,043 Trees from being felled
- >> Saving of 851 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In the month of May, the Emirates Environmental Group (EEG) collected a total of 110,300 kg of paper from 228 participating entities. This marks a slight 4% decrease compared to the month of April. While the reduction is minimal, it serves as a reminder of the importance of maintaining and enhancing our collective recycling efforts. We strongly encourage all members, partners, and supporters to remain consistent in their contributions.	Bidfood Middle East	5,563	Kavy Panchal	750
	du Telecom	4,850	Sahasra Magesh Kumar & Sanaa Agrawal (Tie)	730
	Wasl Properties LLC - Customer Happiness Center Jumeirah 1	4,443	Zakariya Sharafi	685
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In May, EEG collected 1,997 kg of aluminium cans from 48 entities—a 66% increase from April. By month-end, we reached 47.2% of our annual target. Let's keep up the momentum—your continued efforts are vital to achieving our goal and advancing the circular economy.	Mercure Hotel Suites And Apartments	397	-	-
	25Hours Hotel Dubai One Central	320	-	-
	Swissotel Al Ghurair	146	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In May, EEG successfully collected 13,572 kg of plastic waste from 154 participating entities, marking a 29% increase from April. We are encouraged by this progress and urge all members of society to join us in driving momentum toward a cleaner, greener future.	Wasl Properties LLC	693	Ali Darwish Mubarak Salim Alzaabi	919
	Marco Polo Hotel	574	Ibrahim Pasha	110
	Bidfood Middle East	510	Sharvi Gaurang Shah	100
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Families	Quantity (Pcs)
In May, EEG collected 400 toner cartridges from 12 participating entities, marking a remarkable 876% increase compared to April. We encourage all participants to stay engaged and actively support HP toner recycling initiatives in the coming months.	Grosvenor House	130	Jovita Bhaumik	71
	KPS LLC	45	Nicole Rince	66
	Four Seasons Hotel - Jumeirah	26	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In May, EEG collected 34,320 kg of glass bottles from 78 participating entities, marking a 26% increase from April. We are encouraged by this renewed participation and urge everyone to maintain the momentum toward a greener, more sustainable year.	Dubai World Trade Centre	6,280	Ali Darwish Mubarak Salim Alzaabi	631
	25Hours Hotel Dubai One Central	4,080	Twarita Verma	145
	Marco Polo Hotel	2,570	Alex George	117
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In May, EEG collected 1,024 kg of e-waste from 26 participating entities, reflecting a 43% increase from April. Let's sustain this momentum—every discarded electronic item contributes to a more sustainable future. Join us in advancing e-waste recovery efforts.	Embassy of Canada Abu Dhabi	420	Ali Darwish Mubarak Salim	18
	CEMEX Falcon L.L.C Jabel Ali	213	Reyna	14
	MidEast Data Systems LLC	109	-	-
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In May, EEG collected 2,127 kg of scrap metal from 30 participating entities, marking a 51% increase from April. Let's build on this progress in June—recycle scrap metal responsibly and support the circular economy. Every contribution gives waste a new purpose.	Ibis Styles Dubai - Jumeirah	520	Ali Darwish Mubarak Salim Alzaabi	287
	Halcrow Dubai	450	Zakariya Sharafi	131
	Northcorp Fit Out Contractors	210	Kriti Sahni	62
MOBILE COLLECTION CAMPAIGN	Families	Quantity (kg)		
In May, EEG collected 205 mobile phones from 11 participating entities, reflecting a 74% decrease from April. We urge the wider community to reinvestigate efforts—every contribution counts toward achieving our annual target and advancing our environmental goals.	Kabir Husain Chaudhry	75		
	Ayesha Farrukh	37		
	Siya Hithesh	35		

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.

